Iowa homes have radios everywhere!

**IOWA home radio sets are used in almost every room. In other words, Iowa radio listening is a positive part of family life—is far more than just an incidental attraction for leisure hours!**

The 1948 Iowa Radio Audience Survey* reveals the following about the location of Iowa radio sets: In the 98.0% of Iowa's radio-equipped homes, 70.2% of the families have a radio in the living room, 30.4% have one in the kitchen, 18.1% list "bedroom or bedrooms," 18.1% have one in the dining room, and 18.2% have sets that "move about."

The 1948 Edition of the famed Iowa Radio Audience Survey is full of such background information in addition to statistics about station and program preferences, etc. Write for your complimentary copy of this Eleventh Edition today. Or ask Free & Peters.

*The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whaan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience. As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

**WHO + for IOWA PLUS +**

DES MOINES ... 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives
The C.B.S. Affiliates in Georgia’s First 3 Markets

**The Trio Offers Advertisers at One Low Cost:**

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

---

*The Georgia Trio*

Represented, individually and as a group, by

**The Katz Agency, Inc.**

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
Tell them and sell them from a Home-town Platform

A home-town appearance draws a bigger crowd — inspires a more friendly reception for your sales message.

That's the way it is when you talk to New England people through a Yankee home-town station. You are sure of a larger audience because home-town "acoustics" are favorable and because these people get complete radio entertainment — national, regional and local programs — through their Yankee home-town stations. They listen habitually.

Yankee home-town stations provide the means for fast and steady local impact. These Yankee stations are used by the home-town merchants. They penetrate every neighborhood shopping center. They enable you to command and hold dealer interest and achieve maximum point-of-sale results.

Yankee's 24 home-town stations provide the regional media for an integrated New England campaign, with equal local emphasis everywhere. There is no better way to sell this six-state area.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
Closed Circuit

CHALK ONE up for radio stamina in San Antonio. After having withdrawn radio log listings for seven months during which various propositions for paid listings were made, but resisted, three San Antonio dailies again are printing complete program listings, gratis.

NOTICE has been given C. E. Hooper Inc. by MBS that it will cancel service upon expiration of present contract. MBS also subscribes to Nielsen Radio Index. MBS in past has protested use by Hooper of 1946 MBS figures when network had about 200 stations less than present total of 519.

AT SUGGESTION of Brig. Gen. David Sarnoff, RCA board chairman, RCA has created Washington coordinating committee under chairman-ship of RCA vice president, Glen McDaniel, and with F. M. (Scoop) Russell, NBC vice presi-dent, as coordinator in Washington. All subsidiaries have representatives on committee which meets once monthly.

LEVER BROTHERS Pepsodent Div., handled by J. Walter Thompson Co., Chicago, understood making queries into Eleanor and Anna Roosevelt show, three times weekly on ABC, for possible sponsorship.

ALTHOUGH NARBA discussion at Mexico City international broadcasting conference was supposed to be taboo, word has seeped out that Cuba is prepared to make demands again. Among them: No power in excess of 50 kw in U. S.; no further grants on standard broad-cast channel; deletion of existing standard (AM) construction permits where construction was not been completed.

LEHN & FINK PRODUCTS CORP. (Lysol), New York, through Lennen & Mitchell, New York, will start intensive video spot announce-ment campaign in New York in February. Plans also include further TV coverage later on.

CHICAGO alive late Friday with unconfirmed rumors CBS has bought 40%-plus interest in WGN-TV. WGN denied, CBS mum.

WHILE no announcement was forthcoming follow-ing visit of Brig. Gen. Sarnoff, RCA and NBC chairman, with President Truman last Thursday, understood he discussed potentials of Ultrafax, high-speed TV and other upcom-ing electronic services. It is presumed Gen. Sarnoff discussed both possible industry and military potentials of these developments.

ACQUISITION by Gov. James M. Cox inter-ests of Dayton Journal and Dayton Herald from Lewis B. Rock interests may have bearing (Continued on page 86)

Upcoming

Jan. 11: BMB Executive Committee meeting, BMB Hdqrs., New York.
(Other Upcomings on page 35)

Bulletins

CHARLES R. DENNY, NBC executive vice presi-dent, elected member of network's board at monthly meeting Friday. Mr. Denny joined NBC Nov. 18, 1947, as vice president and general counsel, following resignation as FCC chairman. He was elected executive vice presi-dent July 2, 1948.

BENRUS Watch Co., New York, will add $500,000 to 1949 radio-television budget, bringing year's appropriation to $1,600,000, Jack Tarcher, president, J. D. Tarcher Co. (Benrus agency) said Friday. Firm to add 30 cities to present coverage (103 stations) for its radio time signals.

FCC ADOPTS RULE ON STATION TIME AS DEAL IN PURCHASE

RULES proposed by FCC 11 months ago to prohibit reservation of station time as part of purchase price of station [Broadcasting, Feb. 9] were adopted by Commission Friday, effective Feb. 15. Such contracts already in exist-ence and known to Commission—described as "only a handful"—won't be invalidated if modi-fied to conform to standards laid down by FCC.

These standards are substantially as propo-sed originally, except that provision entitling licensee to "buy up" such contract at any time is changed to say he can do so "for substantial cause, including, but not limited to, the assign-ment of license or the transfer of control of a corporate licensee, consistent disagreement over programs between the parties, or the acqui-sition of a network affiliation by the licensee." No such contract shall extend beyond Feb. 15, 1964. Rules apply to AM, FM, TV.

Highlights This Issue

(Continued on page 86)

Business Briefly

QUIS SHOW ON TV • Bristol-Myers Co., New York (Ipana, Sai Hepatica, Vitalis), Jan. 14 starts Break the Bank on ABC's TV network simultaneously with its ABC (AM) broadcast, Fri., 9:30-10 p.m. Video show will be carried by 11 eastern and midwestern ABC TV stations.

SIGNS FOR TV • Mason Candy Bar effective Jan. 12 has signed for quarter-hour Wednesday sponsorship of Howdy Doody on 14 sta-tion NBC-TV network. Signing follows four-week successful TV test. Agency, Moore & Hamm, New York.

RU-TEL PLANS • Ru-Tel Co., St. Paul, planning programs up to 15 minutes each on 12 stations in major markets through Louis A. Smith Agency, Chicago.

EXPANDED SALES SERVICES URGED BY NAB COMMITTEE

CALL for complete sales service by NAB Broadcast Advertising Dept. with funds expanded to 50% of entire NAB budget sounded Friday at closing day of Washington meeting held by NAB Sales Managers Executive Committee (early story, page 27).

Lack of funds to maintain adequate service prevents radio from competing on equal basis with newspapers, committee held, pointing out that newspapers have been using "rough-tough" tactics and it's time "to stop kidding around." Committee demanded addition of FM and TV functions after discussing NAB re-organization project.

Named to subcommittee directed to get evid-ence on need for greater recognition of NAB's broadcast advertising operation were Odin S. Ramsland, KDAL Duluth; Ray Baker, KOMO Seattle; George W. Brost, WBBM Chicago.

Committee adopted resolutions condemning abuse by door-to-door salesmen who make it difficult for legitimate researchers to gain ac-cess to homes; recommended that TV stations and TV networks avoid discrepancies in rate structures as harmful to new visual medium.

2 NEW YORK AGENCIES MERGE

H. W. FAIRFAX Adv. Agency, New York, and Jasper, Lynch and Fishel, New York, have merged under name of H. W. Fairfax Agency. Officers are at 561 Fifth Ave. Natt S. Essler, formerly Fairfax president, becomes chairman. Stanley I. Fishel will be president and treasurer and James W. Fishel executive vice president and secretary.

2,500,000 TV SETS FORECAST

PRODUCTION of 2,500,000 TV sets looms in 1949, Royal V. Howard, NAB engineering di-rector, told Northern California Section of Insti-tute of Radio Engineers.

BROADCASTING • Telecasting
"SAYS MR. HOOPER"

For the Months of October and November

K-R-L-D

Has More Listeners in Dallas Between 6:00 and 10:30 p.m. Than Any Other Station.

KRLD RANKS THIRTEENTH AT NIGHT IN THE 36 HOOPER CHECKING CITIES

That's Why

KRLD

The Times Herald Station Is Your Best Buy

CBS

KRLD -- KRLD-FM

The Times Herald Stations

Dallas Studios Ft. Worth

Let a Branham Man Tell You More
WMT is up to its neck in Deep River (IOWA)

... and Deep River is up to its ears in WMT. As in 1058 other Iowa communities*, WMT keeps on rolling up impressive BMB ratings. The Eastern Iowa audience listens when WMT speaks, or sings, or plays.

Stupendous bumper crops, humming industries, and peak prices are putting more money than ever before into the pockets of WMT's prosperous audience.

Come on in to Deep River and the rest of WMTland ... the water's fine for WMT advertisers. Ask the Katz man for details about Eastern Iowa's exclusive CBS outlet.

*within WMT's 2.5 mv line

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BROADCASTING

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Richard Stein, Chicago Advertising Manager; Eugene Schaefer, Chicago Advertising Manager; Paul G.bo, Chicago Advertising Manager; George B. D. C. Advertising Manager. Audiencing: B. T. Taishoff, Headquarters, K. Brum-

At Washington Headquarters
SOL Taishoff
Editor and Publisher

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BROADCASTING

Business

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Windell B. Levi, Assistant Advertising Man- ager; George L. Dins, Asst. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schaefer, Virginia Dooley.

AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

SPECIAL PUBLICATIONS
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CIRCULATION AND READERS SERVICE
JOHN W. COSGROVE, Manager
Warren Sheets, Chaplain Hodgeson, Jeanette Wing, Elaine Markowitz, Lilian Oliver.

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JERSEY CITY BUREAU
DELORAIN BIDDLE, Manager

CHICAGO BUREAU
550 N. Michigan Ave., Zone 1, Central 5-4115

Hollywood BUREAU
Taft Building, Hollywood and Vine, Zone 28. B. B. 8151

TORONTO
417 Harbour Commission Bldg., Elgin 0775

James Montagne.

Broadcasting is founded in 1931 by Broadcasting Publications Inc. under the title: Broadcasting—"The News Magazine of the Fifth Estate. Broadcast Advertising" was reorganized in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office
Copyright 1949 by Broadcasting Publications, Inc.

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Page 6 • January 10, 1949
TWO CAMERAS covered the action from atop the sun-drenched Orange Bowl stadium, got excellent, clear close-up shots. Microwave relay link was used.

PART OF THE THRONG that filled auditorium to capacity. One young couple even brought blanket, used it as though they were at stadium.

WGBS SOLVES ORANGE BOWL TICKET CRISIS

Miami AM Station Steps Into Breach With Unique Public Service Use of Large-Screen Television

It was obvious a year ago that the 60,000-seat Orange Bowl couldn't hold all who wanted to see the January 1, 1949 football classic. And when, a few weeks before the Georgia-Texas game, a crisis involving distribution of tickets arose, it was clear the Orange Bowl committee was in for a hard time.

WGBS saw a ready-made public service opportunity. The station engaged RCA's large-screen television equipment and technicians, obtained necessary approval, reserved Miami's Bayfront Park auditorium for the first TV showing in history of the famed New Year's Day classic.

Within a few hours of the first air announcement, all 2,300 free tickets were gone. A section was reserved for patients of Miami's National Children's Cardiac Home.

Viewers ate peanuts, popcorn, sandwiches, consumed soft drinks, cheered madly when underdog Texas made a first down, applauded injured players, yelled themselves hoarse at long passes and touchdown plays, at times drowned out the excellent narration of WAGA-TV's Bill Terry.

George B. Storer, president of Fort Industry Co., owner of WGBS, told audience crowd he was "grateful for this public service opportunity."

ALTHOUGH EVERY ticket holder was entitled to seat, crowd formed early outside auditorium. Most had never seen TV of any kind, later expressed amazement at large-screen viewing.

GEORGE B. STORER, president of Fort Industry Co., owner of WGBS, told audience crowd he was "grateful for this public service opportunity."

Although every ticket holder was entitled to seat, crowd formed early outside auditorium. Most had never seen TV of any kind, later expressed amazement at large-screen viewing.
This 35mm

...is delivering high-quality picture-

As Used with the RCA TK-20A Film Camera - film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.

The One Equipment Source for Everything in TV is RCA
televison projector by RCA

and-sound programs for many of the nation's leading TV stations

A PERFECT FILM PROGRAM every time... high-definition, super-steady pictures... continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant... home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate or the film... enables you to project single frames as stills.

Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain... even oils itself!

Auxiliary equipment for the projector includes a control rack with its pulsed light power supply, remote panels, and 10-inch picture monitor. A film camera multiplexer is available as accessory equipment (see diagram for operation).

To get the most from your newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19 AB.

RCA Multiplexer—for uninterrupted projection of multireel films where two projectors are needed. This ingenious RCA device eliminates the need for an additional film camera. It consists of a V-shaped mirror for reflecting images from either projector to film camera and a slide film projector for inserting station breaks, commercials, and special effects.

How it works—Line A shows the pull-down timing of a standard 35-mm film projector (no lighting during 90° pull-down). Line B shows pull-down timing of the RCA 35-mm television projector—and the duration and repetition rate of the short intervals during which light passes through the film.

Line C shows the projector lighting interval of the RCA 35-mm television projector. The "light-on" intervals are produced by a pulse-controlled camera lamp that produces an 800-microsecond flash every 1/60th second. The picture images are projected onto the film camera pick-up tube during the retrace (blanking) interval of its scanning beam. The "storage" property of the tube permits scanning during the unlighted interval between flashes.

Scanning releases the picture charge—converts it into a video signal. A synchronizing generator keeps the projector and film camera in phase.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting
Feature of the Week

Around luncheon table in the client room are (clockwise): Karl Plain, KSTP account executive; Mr. Hample; Mr. Hubbard; Mr. Hobbs; Miller C. Robertson, KSTP-TV vice president in charge of sales, and Joe Cook, KSTP sales promotion manager.

KSTP Minneapolis-St. Paul inaugurated its luxurious new client room at year's end in its Radio City quarters on the dividing line between the two cities.

The room, plush with heavy carpeting, thick leather chairs and smart wood paneling, measures 14 by 26 feet. Adjoining it is a modernly equipped kitchen 6 by 25 feet. Kitchen is completely stocked.

(Continued on page 85)

On All Accounts

E VER since he started building crystal receiver sets back in 1924, Walter K. Neill, account executive of Ruthrauff & Ryan, Hollywood, has had his hands in radio one way or another.

Besides building and selling receivers, he has been singer-actor, writer-producer, commentator-narrator and teacher of radio. He has also given lectures on the medium at Eton College, England.

Today he works on such radio-minded accounts as the Dodge Division of Chrysler Corp.; Southern Calif. Dodge Dealers Assn., and Reddixip Co. (canned whipped cream). Other chores include conducting sales meetings, planning sales promotion campaigns, merchandising various accounts of the agency or flying around the country developing new business.

Los Angeles is his birthplace. The date was Dec. 30, 1906. And Los Angeles is also where he received his early schooling. Graduated from Oregon State College in June 1928, with a B.A., Walt majored in advertising and merchandising.

Putting theory to practice, he worked for various Los Angeles advertising agencies during summer vacations, and thereby also got the necessary cash to keep him in college.

Wait put his baritone voice to good use too, when in the summer of 1928 he made his professional singing debut on KMIC Inglewood, Calif. (now KRKD Los Angeles). Harry Von Zell was then a station staff announcer.

With college completed and diploma in hand, Walt went job hunting, and joined a direct mail agency for about a year. When he shifted to Llewellyn-Seymour Co., then a well-known Los Angeles agency, he got his first real indoctrination in the use of radio as an advertising medium. He worked on various agency accounts.

With the end of prohibition in November 1933, Continental Distillery Corp. commissioned the agency to do a special exploitation and publicity stunt. It was to focus attention on the first consignment of hard liquor (whiskey and gin) to arrive on the West Coast under government sanction. Young Neill was called upon to handle the assignment. So he arranged a one-hour remote broadcast ceremony of the liquor's landing from the liner Dorothy Luckenbach at Los Angeles Harbor. It received

(Continued on page 71)
Although we must admit that sardines are a mite more numerous than ABC fans in Monterey, BMB shows that ABC's net hauls in a prize catch of 83% of the radio families there. In two-thirds of the 69 Coast towns studied by BMB, at least 50% of the radio families tune regularly to ABC.

On the coast you can't get away from ABC

**FULL COVERAGE**...ABC's improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

**IMPROVED FACILITIES**...ABC, the Coast's Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

**GREATER FLEXIBILITY**...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

**LOWER COST**...ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

**THE TREND TO ABC**...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.
CHILLS AND THRILLS set to music...

"MIKE MYSTERIES"

...a 15-minute show, available 5 times weekly

The listener is in your lap when "MIKE MYSTERIES" are on the air! Music, mystery and murder meet in 15 minutes of action-packed suspense, aimed at riveting interest in every word — every minute. A Lang-Worth "Network-Calibre" musical show incorporating a fast-moving mystery gimmick by Hollywood's ace writer, Howard Browne (alias "John Evans").

Every "MIKE MYSTERIES" show spotlights a capsule-sized crime. For the solution, your listeners are invited to match wits with Homicide Lt. Evans. But they don't learn who dunnit until they know who sells it — a Lang-Worth twist with a "Midas touch"!

For further sleuthing on the chill, thrill and sell of "MIKE MYSTERIES", corner your radio station or its representative.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL, 113 West 57th St., New York 19, N.Y.
DO YOU WANNA INFLUENCE CONFLUENCE (Ky.)?

If you’re hankering to influence the good people of Confluence (Ky.) and generally “capture” the rural Kentucky market as a whole, you’re in for some mighty rough sledding, Mr. Carnegie. There just isn’t enough dough in those little towns to make the effort worthwhile.

The simple truth is that the Louisville Trading Area is all you want or need in Kentucky, and that, by using WAVE, you can reach this one great market with very little waste. WAVE’s 50% BMB Map embraces 27 counties in Kentucky and Indiana with a total Net Effective Buying Income of over a billion dollars!

That’s real audience influence—with or without any audience in Confluence!

LOUISVILLE’S

WAVE

NBC AFFILIATE
FREE & PETERS, INC.

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

January 10, 1949 • Page 13
The picture at upper left shows a portion of KGW's spacious record library, with two built-in turntables, one each for standard records and transcriptions, between the record racks. Music Librarian Violet Schultz stands at the turntable, and Dick Nelson, assistant music librarian, is at the steel cabinets containing transcribed commercials.

More than 10,000 classical and popular orchestrations, vocal and instrumental arrangements and miscellaneous sheet music are on file in the area of KGW's live music library shown at the left.

KGW's large studios provide ample space for live program presentation. Soundproofed studios and the finest technical equipment combine to create flawless transmission of KGW's programs. At the right are staff musicians (from left) Sammy Piazza, Paul Entler, Bob Smith, Robert Sandershav, Marion Fause, Abe Bercovitz (Director) and Glenn Shelley. In the central booth are Program Director Homer Welch and Engineer Stan Crawford. At center right members of KGW's acting staff rehearse in Studio B. Bob Amsberry operates the sound truck. Standing (left to right) are Dal McKennon, Mark Daniels, Announcer Phil Irwin and Bob Jahnson. Glenn Shelley awaits a musical cue at the organ. In the control booth are Producer John Graves (arm raised) and Engineer Verne Sohnaw.

The faded scene at the far right shows KGW's music and production facilities of more than two decades ago, when the station was located in The Oregonian building's tower. A far cry from KGW's early days are the modern music library and air-conditioned, soundproofed, near technically-perfect studios of today.

Another step ahead for
**Production**

**KGW's studios are workshops...** skilled writers and technicians, armed with every necessary piece of equipment, work together to make the radio programs produced by KGW and KGW-FM the most-listened-to performances released in Portland.

Since 1927 KGW has had its own musical director and staff musicians. At that time about the only orchestrations and sheet music in the studios were brought in by the musicians themselves. Today KGW's music library is a complicated, amazingly complete file of all types of music—one of the largest, most efficiently devised music libraries on the Pacific Coast. The "live" library holds more than 50,000 classical and popular orchestrations, plus several thousand vocal and instrumental songs in album and sheet music form. More than 6,000 ten- and twelve-inch standard records and World, Lang-Worth and Thesaurus transcriptions are also on hand. Special files of sound and historical recordings and transcribed commercials are maintained.

**KGW's production staff and artists each week produce an average of twelve shows which originate from KGW's studios. In addition the station's special events department, in cooperation with the production staff, prepares, edits and airs a large number of programs each month.**

---

**KGW and KGW-FM**

**PORTLAND, OREGON**

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
Resolution for the New Year...

Swing to WHB in Kansas City for increased sales in 1949. WHB merchandises and advertises. WHB promotes its programs, its sponsors and their products. Resolve now to reach—and sell—the Golden Kansas City Marketland dominated by WHB!

10,000 WATTS IN KANSAS CITY

WHB AM FM

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

ZIONIST ORGANIZATION of America sponsoring Report From Israel on WMCA New York, Mon.-Fri. Program is broadcast direct from Tel Aviv.

Plans are under way for airing of program by major stations throughout this country. Agency: Prudential Adv., New York.

PACKARD DEALERS of Greater Detroit launched, Jan. 6, weekly half-hour television variety show. Program is heard Thursdays, 8-9:30 p.m. on WWJ-TV Detroit. Agency: Young & Rubicam, Detroit.

CULVER OF CALIFORNIA, Los Angeles (men's clothing manufacturer), appoints Consolidated Adv., same city to handle advertising. Radio will be used in Los Angeles area.

CHEVROLET DEALERS of New York, effective Jan. 12, start sponsorship of Winner Take All, Wednesday, 9-9:30 p.m. on WCBS-TV New York (BROADCASTING, Jan. 3, 1949). The program has been on station sustaining for past six months. Agency: Campbell-Ewald Co., New York.

STANDARD-NEET Corp., Los Angeles (home barber comb), appoints BBDO, same city, to handle advertising, effective Feb. 18.

GIBSON REFRIGERATOR Co., Chicago, appoints W. W. Garrison Agency, Chicago, to handle advertising. Radio will be used as part of company's million dollar 1949 campaign to promote sale of ranges, home freezers and refrigerators.

SEGAL SAFETY RAZOR Corp., New York, division of Segal Lock & Hardware Co., appoints Cayton Inc., New York, to handle its national advertising campaign. Extensive mail order radio advertising will be conducted in some 500 cities across the country, with markets in over 60 cities in Florida, Georgia and California already being covered. Television will be added at a later date.

Network Accounts...

GULF OIL Corp., Pittsburgh, Pa., renews sponsorship of radio and television series, We, The People, Tuesday, 9:00-9:30 p.m. on CBS and CBT-TV, effective Feb. 1, for 52 weeks. Agency: Young & Rubicam, New York.


Adpeople...

HANS ERLANGER named general sales manager, Hunt Foods, Los Angeles. Mr. Erlanger has been with company for past three years.

WITH the advent of Transist Radio service on KXOK-FM St. Louis, the first long-term user will be Big Four Chevrolet, represented by its president, W. J. Rasmussen (center). Looking over the agreement with Mr. Rasmussen are Robert A. Seat (l), whose agency handles the account, and Robert F. Hyland, in charge of KXOK-FM.
ANNOUNCEMENT

National Board of Fire Underwriters
Gold Medal Awards for 1948

The Annual Gold Medal Awards of the National Board of Fire Underwriters again will be presented to the nation's radio and press for outstanding public service in fire prevention during 1948.

A gold medal or $500.00 in cash will be awarded to the radio station whose campaign on fire prevention, in the opinion of impartial judges, has contributed most to the welfare of its community.

In addition to the gold medal, honorable mention citations also will be awarded.

Identical awards will be made in the newspaper field.

Every year, through their excellent public service campaigns, radio stations and newspapers in hundreds of towns all over the United States help their communities gain a greater safety from the constant menace of fire. These campaigns strengthen fire departments, building codes, safety ordinances, and stimulate increased activity on the part of civic organizations working to prevent fires and save lives. It is in recognition of such profoundly worthwhile services that the awards have been made annually since 1941.

You are invited to nominate your station for the 1948 awards. All radio stations and all daily and weekly newspapers are eligible. Mention or lack of mention of the National Board will not be a factor in the judging. For entry forms and for suggestions regarding the materials and make-up of the entries, see your local fire chief or write the National Board of Fire Underwriters.

WINNERS FOR 1947—Awarded May 11, 1948

GOLD MEDALIST
Station WLS .................................................. Chicago, Ill.

HONORABLE MENTION CITATIONS
Station KNBC ............................................. San Francisco, Calif.
Station KFH .............................................. Wichita, Kans.
Station WSB .............................................. Atlanta, Ga.
Station KEX .............................................. Portland, Ore.
Station KELO ............................................ Sioux Falls, S. Dak.

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 7, N. Y.
'Factual and Timely'
EDITOR, Broadcasting:

Broadcasting has long been on my "must" list. Even though I may leap-frog through other trade publications, I find the newsy type of material which Broadcasting carries to be very factual and very timely.

Incidentally, should you ever need any re assurance that Broadcasting has a wide circulation, I can verify the fact that after your "Respects" article, I received letters from many old friends whom I had not seen or talked to in several years.
George A. Rolas
Tatham-Lard
Chicago

'One of the Best'
EDITOR, Broadcasting:

Congratulations on your last issue, the annual "round up." It was a dandy, both content and make up, and altogether one of the best ever.
Bond Geddes
Executive V. P.
Washington 4, D. C.

BMB Pressure
EDITOR, Broadcasting:

I'm so very grateful that Broadcasting has at last thrown the spotlight of our press on what appears to be premeditated pressure practices of BMB.

I'm very sorry, after 18 years in radio, to see that certain segments of our industry are apparently going backward.

Whether I am right or wrong, whether BMB is a good or a bad yardstick of coverage, and especially if the latter, pressure through agencies charged with the prudent investment of advertising monies should be strongly decried, not only by all radio stations but by our national association as well.

And I urge you to take this statement indicating the extent, if any, of its connection with this recent unfortunate "drive for subscriptions."

Radio's reputation is still good in spite of occasional stunts like this. I say let's preserve it and not give any of the other media a chance to share the blame, or to give some of the stations, per se, are not responsible but for which the industry may be accused.

Edward C. Obrist
General Manager
WPEN Philadelphia

Standing TV List

EDITOR, Broadcasting:

Wouldn't it be a good idea to keep a standing list of TV stations in your television section each week, adding new ones as they come on the air?

Babson Answered

EDITOR, Broadcasting:

On Sunday, Dec. 12, Roger Babson in his weekly discussions column took what I considered to be an unwarranted and unfounded jab below the belt at the broadcasting industry.

I'll quote his statement. "Automobile owners enjoy reading illustrated newspaper advertisements of their own and other cars. These printed advertisements are instructive and interesting but the public is tired of listening to the automobile ballyhoo that comes over the radio. Owners are at last beginning to realize that they are paying for these expensive radio programs which expense is added to the price of the cars. It is too bad that the automobile dealers must suffer from these extravagant and mistaken policies of the motor car manufacturers."

For the life of me I can't see why an automobile owner would wax ecstatic over a newspaper ad perhaps showing the ring gear and pinion of a car while a symphony orchestra or one of the great plays presented by the same automobile manufacturer on the radio would be anathema to the car owner.

In Mr. Babson's reference to the automobile owner paying for these "expensive radio programs," I wonder if he has completely forgotten that it also takes money to do newspaper advertising and that the same owners help to defray THAT expense...

Malcolm Greep
General Manager
WVJS Owensboro, Ky.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

...a friend of mine who should not be accused...

...the NAB issue a TV List...

The Fact of the Week

PATROON BROADCASTING CO., ALBANY, N. Y. • • • Represented by RAMBEAU

Page 18 • January 10, 1949

The Patroon of the Week

MARY KING

Time Buyer, KUDNER AGENCY, INC.

Miss King, in charge of buying all radio time for the Kudner Agency's New York accounts, is welcomed into the mystic order of the Patroons. Today, Miss King was presented by the William G. Rambeau rep with a certificate of membership in the Honorary Order of Patroons and the deed to a tract of land in the heart of the Patroon country.

In the great Albany-Schenectady-Troy market, only the WPTR-WBCA combination can give you these bonuses at local rates:
WPTR-AM,
10,000 watts of power night and day;
WBCA-FM
serving an area in which there are over 38,000 FM receivers!

10,000 Watts of POWER Night and Day

MALCOLM GREEP
General Manager
WJJS Owensboro, Ky.

BROADCASTING • Telecasting
A NEW SOUND EFFECTS CATALOG

presenting

197 NEW "SUPER-SOUND EFFECTS"

making A TOTAL OF 885 TRUE-TO-LIFE EFFECTS

at a NEW LOW PRICE of only 2.00 A DISC!

(Formerly $2.50 each... and even less in quantities!)

Standard Radio does it again! Here is a major triumph in creative recording and value-giving—197 new, amazingly realistic effects, making a total of 885 Super-Sound Effects—and a new low price of only $2.00 a disc, less quantity discounts!

Now Everyone can Afford a Complete Sound Effects Library!

At a price per disc that ranges down to $1.60, you can now afford a Sound Effects Library that is truly complete, one that will meet every possible need! Use the convenient order card to complete your Super-Sound Effects Library—and expect a new thrill when you hear the remarkable results of our new tape-recording methods!

- new Airplanes effects
- new Animal effects
- new Automobile effects
- new Crowd effects
- new Industrial effects
- new Marine effects
- new Music effects
- new Train effects
- new Weather effects
- new Miscellaneous effects

Have you received YOUR copy yet? If not, write for it!
Address nearest office.

Standard Radio TRANSSCRIPTION SERVICES, INC.

HOLLYWOOD • CHICAGO • NEW YORK
Advertisers don't jump around from station-to-station...in Cleveland! They KNOW where they get sales results...by reaching the largest audience at the lowest (network station) rates!

A typical example: The Forman Furniture Company has been on the air with a half-hour program for twelve consecutive years! More proof that WHK is the retailer's choice in Cleveland!

YES SIR! THEY STAY ON...
**FCC REVAMPING**

By RUFUS CRATER

DIVISION of FCC into three semi-autonomous panels which will have primary authority over their respective fields was tentatively approved by the Commission last week, with Comr. Rosel H. Hyde slated to head the panel handling all broadcast affairs.

The plan, effective immediately upon adoption, expected this week, would establish three member panels: Broadcasting, Common Carrier, and Safety & Special Services.

FCC Chairman Wayne Coy would serve on no panel except as an alternate in the absence of others, but would concentrate on administrative functions in the role of executive officer of the Commission.

Slated to serve with Mr. Hyde on the Broadcast Panel are Comrs. George E. Sterling and Frieda B. Hennock. By non-political coincidence, even though it's a Democratic year, the panel thus would be headed by a Republican and controlled by Republicans (Hyde and Sterling).

Illness last Thursday and Friday of Gen. Counsel Benedict P. Cotone, blocked final approval. Comr. Sterling was to return to the Mexican City Radio Conference Friday night, and was to vote by remote control on the final draft order, to be prepared by the General Counsel.

The Broadcast Panel would have sole initial authority over all purely broadcast matters, which include television. The other panels have similar authority in their fields.

General rule-making, overall allocations, personnel matters, and other affairs affecting all branches of the Commission would continue the responsibility of the whole Commission, not of any single panel. Presumably the whole Commission will also settle any jurisdictional questions that arise between panels.

The Common Carrier and Special Safety Services Panels would have the same members but different chairmen. Both panels are slated to include FCC's Vice Chairman Paul A. Walker and Comrs. E. M. Webster and Robert F. Jones.

Mr. Walker, the Commission's Opening of Coastal Cable... p. 30

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**Shakeup, Delay of Survey Possible**

By J. FRANK BEATTY

DRASTIC shakeup of BMB and delay of the second coverage survey from next March to early 1960 will come before BMB's executive committee Tuesday in New York.

Broadcasting, agency and advertising circles were ablaze last week with BMB discussions as the whole coverage problem was thrown into the open [BROADCASTING, Jan. 3].

Conferences involving all interests were held in Washington and New York as officials of NAB, BMB, Assn. of National Advertisers, and American Assn. of Advertising Agencies laid the whole situation on the table.

What they saw wasn't at all reassuring, judging by informal reaction, but many agreed that publication of views of BMB critics may lead to steps that will save BMB as well as the NAB itself and all nationwide radio coverage reports.

The talks went into all phases of the BMB operation, with reiteration of statements that the method of presenting BMB's financial reports does not adequately indicate the details of its treasury.

Hugh Felin, BMB president, issued a categorical reply to statements of BMB critics, as presented in Jan. 3 BROADCASTING (see page 60).

NAB directors learned Wednesday that the situation was serious, if not desperate, when they received a telegram from NAB President Justin Miller asking them to approve change in date of NAB board meeting to Jan. 31-Feb. 1, 2. Last November the board had decided to meet Feb. 14-15 in New Orleans. Judge Miller wired that other advantages by keeping the full Commission tied up with exceptions directed against panel actions. They felt each panel, should have more complete autonomy, with appeals going straight from the panel to the courts.

Reinstitution of the panel system comes 11 years after Chairman Frank R. McNinch, as one of his first acts when he took office Oct. 1, 1937, abolished the division setup which was then in effect.

At that time the divisions were Broadcast, Telephone and Telegraph; each was composed of two members and the chairman sitting ex officio. Such a plan, Mr. McNinch said, had a "divisive effect" tending away from mutual understanding and cooperation.

The original White Bill (S-1333) of May 1947 provided for the establishment of two three-man divisions, one to handle broadcast matters and one for common-carrier affairs. The chairman would have been the Commission's chief executive officer but would serve on neither division.

In hearings on the White Bill, Charles R. Denny, then FCC chair... (Continued on page 65)
SKYBORN TV

Mixed Results in Day Test

DAYTIME Stratovision was presented to Mid-Atlantic television viewers Thursday by Westinghouse Electric Corp. with results that ranged from "excellent" to "lousy."

The airborne transmitter provided a picture comparable to reliable local TV service in many areas where local stations did not interfere, judging by reports to Westinghouse and the FCC.

On the other hand reception in downtown Washington was marred by persistent interference, especially at the FCC where Commission officers viewed the test. According to FCC and Westinghouse engineers this interference was caused by Washington television signals.

The Stratovision plane telecast on Channel 6. A Commission engineer explained that since this channel is not used in D. C., receiving sets are not adjusted to trap interference from Channel 5 to which WTWW Washington is assigned.

At the FCC's Laurel monitoring station midway between Washington and Baltimore the signal "was comparable much of the time to a reliable local service," according to FCC laboratory engineers. Still and test patterns were "very good," they said, but it was necessary to use an antenna close to the ground to avoid interference from stations on adjacent channels. The plane's signal was good at Laurel when it was transmitted as far away as Lynchburg, Va., about 175 airline miles from Laurel.

A camera shooting through the discolored plastic nose of the B-29 Stratovision plane provided program material part of the day. The shots were taken at a 45-degree angle from a height of four to five miles. The day was clear, aside from normal winter haze. Conditions for aerial photography were poor, but from an engineer's viewpoint the results were satisfactory.

Maj. Carl O. Wyman, of the Marine Corps Electronic Warfare Program, viewed the Stratovision telecasts in Baltimore. He termed the pictures "very good" and "comparable to motion pictures taken under similar conditions."

Maj. Wyman said that from its five-mile height the plane's TV camera transmitted images of sufficient clarity to permit identification of planets and other objects on the ground. He sees "great possibilities" in Stratovision.

Prior to the test Walter Evans, Westinghouse vice president, reported for Westinghouse and codeveloper Glenn L. Martin Co. declared major technical problems of Stratovision had been solved and the system is ready for commercial development.

Three years of testing show it is a practical and useful method of expanding TV service and provides a variety of relay and high-frequency functions, he said.

Commercial development awaits public demand for the expanded services offered by airborne broadcasting, Mr. Evans said, along with application of the idea by the radio industry and provision for spectrum facilities.

Final flight tests are done, according to Mr. Evans, but development of relay and broadcast equipment will continue, based on lessons learned in the tests.

Say No 'Mo.'

ONE NATIVE of Independence, Mo., showed off the air Tuesday when President Truman broadcast his "State of the Union" message from Capitol Hill. Arthur C. Page, director of WLS Chicago's Dinner Bell hour, oldest farm program in America, gave way to the man who had been his classmate at the old Columbia grammar school in Independence in the '90s. Reminiscing after listening to the President's speech, Mr. Page noted that he and "Harry" used to take turns pumping the bellows at a blacksmith shop operated by Mr. Page's father. One of the best patrons of the shop was John T. Truman, the President's father, who at the time was a horse and mule buyer.

KEESELY IS VP

GETS NEW POST WITH L&M

NICHOLAS KEESELY, who has been with Lennen & Mitchell, New York, since June 1948, has been named vice president in charge of radio and television, Ray Vin Den, president, announced. Mr. Kee seley joined the agency originally as manager of the radio department. Prior to that he was with MBS for two years as a television sales manager, with CBS for three years in the same capacity, and previous to that was with W. A. Ayer for 15 years as timebuyer, talent head, producer and radio account executive.

AGENCY BILLINGS

D-F-S SAYS IT'S TOPS

DANCER-FITZGERALD-SAMPLE announced last week that according to figures released by the four leading networks, the agency was tops on a list of the 20 leading advertising agencies for gross radio time billing during 1948.

This marks the 16th consecutive year that D-F-S has lead in this field.

The 20 agencies in order of network gross time billed are: Dancer-Fitzgerald-Sample $106,561,519; J. Walter Thompson $81,929,025; Foote, Cone & Belding $85,474,328; BBDO $6,245,141; Young & Rubicam $8,814,207; Benton & Bowles $8,750,818; Compton & Curtis $7,774,349; Wade Adv. $6,532,289; McCann-Erickson $5,279,942; Newell-Emmett $5,155,747; Duvan Jones $5,795,384; Ward Wheelock $4,769,236; Blau & Co. $4,549,120; Schrauff & Ryan $4,240,810; William Esty & Co. $4,099,283; Sullivan, Stauffer, Collwell & Bayles $4,046,980; Kenyon & Eckhardt $3,094,989; Kudner Adv. $3,075,749; Knox Reeves $2,701,709; Ted Bates Inc. $2,056,142.

"Bride and Groom' ends with the ceremony... Our program carries on from there!"

MBS CO-OP

SALES UP 12%

MBS co-op program sales showed 12% gain in 1948 over sales of the previous year.

More than 1,500 local sponsors set the new all-time record, totaling more than all of the other networks combined, Bert Hauser, director of co-op programs announced. At year's end there were 1,216 program sales from stations represented by the 1,900 sponsors. The Fulton Lewis program leads with 326 Mutual stations with more than 400 local sponsors. The addition of Mutual's Newsreel, on Jan. 10, makes a total of 19 programs available for local sponsorship.

Mr. Hauser predicts that approximately 100 stations will have a local advertiser for the program by Feb. 1.
A 230% INCREASE in station transfer and assignment applications was registered during fiscal 1948. FCC noted that this marked an all-time high.

"It is expected that this trend will continue because of the lack of additional frequencies for new installations," said the station bureau. The assignment and transfer applications totaled 425.

Meanwhile, the year brought a 14% gain in FM and TV authorizations, as compared with a 60% increase recorded during the previous fiscal year [Broadcasting, Jan. 5, 1948].

Construction Costs

Average current construction costs, as indicated by applications on file, were reported as follows: For AM and FM stations, approximately $50,000 each, including land and buildings; for television stations, about $200,000 each, exclusive of land and buildings.

In a brief summary of developments in the broadcasting field in fiscal 1948, FCC said:

"Broadcast authorizations increased 40% over the previous year, bringing the total number of stations in 1947 to nearly 2,000. Of this figure, 1,163 were major broadcast outlets, 2,354 AM, 285 FM, 1,109. They represented a gain of 259 AM, 103 FM, and 42 TV stations.

The last half of the year witnessed a sudden surge in TV applications, a leveling off of FM requests. Applications for new stations for the year approximately equalled the number for new AM facilities. There were more than half the TV number, Texas and California had six stations, all indicating a total outstanding broadcast authorizations in the three major categories.

AM broadcast income in 1947 (the most recent year for which statistics were available) was about three times the year previous, though the major networks showed a gain.

Slightly more than 1,160 AM stations were affiliated with the four national networks, and there were more than a score of regional AM networks. Under the impact of rebroadcast opportunities and expanding coastal cable and microwave relay facilities, FM networks were developing. Broadcast receivers of all types were now a billion market.

Noncommercial educational broadcast stations, which in 1946 were 234 to 265, and international broadcast stations remained at 3. Television experimental stations (tuned in 31 to 174, Returned 11 to 163) registered a marked increase in the number of stations, which will be used for commercial operation over FM stations beginning May 15, a nearly all-simultaneous registration.

Carrying its report beyond the end of the fiscal year, FCC noted that between Jan. 1 and Aug. 31 last year there were 112 deletions of broadcast authorizations—86 AM (including three licensed and two other operating stations); 74 FM (including two on the air), and two TV grants.

By Oct. 31, outstanding grants were as follows: 2,103 AM, 996 FM, and 124 TV.

The Commission made a slight dent in its workload of broadcast hearing cases during the fiscal year, dropping the total from 750 to 718. During the same period 628 new cases were designated for hearing, 292 were disposed of following hearing, and 372 were disposed of without hearing.

## Number of Station Authorizations at Year End

<table>
<thead>
<tr>
<th>Station Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>239</td>
</tr>
<tr>
<td>FM</td>
<td>1,020</td>
</tr>
<tr>
<td>TV</td>
<td>109</td>
</tr>
</tbody>
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## Radio Costs

U.S. BROADCASTERS' operating expenses rose to 79 cents out of every dollar of total revenue in 1947, and broadcast income before federal taxes declined from 26.5 cents to 21 cents, according to the annual study made by Dr. Kenneth H. Baker, NAB research director.

A total of 7,700 broadcast applications were filed, an increase of 2,864 over the previous year. The year closed with 2,860 applications on hand as against 2,209 on June 30, 1947.

As of last January, the report showed, newspaper ownership or control was 44% out of 1,887 AM authorizations; in 331 out of 1,010 FM, and in 24 out of 73 TV authorizations. At the same time, 17 new companies had four or more AM stations.

The Interdepartment Radio Advisory Committee, which handles assignments to government agencies, "authorized a record number of frequency assignments to Government radio stations," the report declared. Altogether, IRAC processed 11,471 requests.

Much of the Commission's work during the year related to international conferences—FCC furnished delegates or advisers to 15 such sessions and at the end of the year was preparing for some 20 others.

In all fields, FCC had more than 655,000 authorizations on its books: Almost 131,000 radio stations of all classes (excluding associated mobile stations), and approximately 505,000 radio-operator authorizations. The total represented an increase of 58,000 during the year and was more than three times the prewar number.

79% of Revenue—NAB

## Transfers Show Big Increase

Mr. Lasker will coordinate national and local sales. He will make his headquarters at WBMS, the Friendly Group station in Boston.

The group comprises WPIT Pittsburgh, WSTV Steubenville, Ohio, WKBW Buffalo, N. Y., all represented by Joseph Hershey McGilvra; WBMS Boston, represented by Lorenzen & Thompson, New York, and WPAG Atlanta, represented by Burke Kupers & Mahoney.
CONGRESS

Truman Message, Bills Involve Radio

By ED KEYS

Among the hundreds of bills considered by the 81st Congress, no measure was more important than the one introduced by Sen. Joseph R. McCarthy (R-Wis.), the bill providing for raises of FCC commissioners from $17,000 to $20,000 a year. It was approved by the Senate on March 26, and later in the House, where it was sponsored by Rep. William Van Natta (R-Ohio), who had introduced a similar measure. The measure was referred to the House Interstate and Foreign Commerce Committee.

Time Squabble

Rep. Joseph P. O'Hara (R-Minn.) touched off the perennial "Battle of the Clocks" Jan. 4 with introduction of a bill to outlaw "fast-time" nationally. He advocated the establishment of standard time as the official time measure for the entire nation. A 1918 statute, permitting daylight saving time during the summer months, would be amended under provisions of his bill.

But, the following day a "fast-time" advocate, Sen. J. Howard McGrath, chairman of the Democratic National Committee, introduced S-135 to authorize daylight saving time in the District of Columbia.

Sen. Scott Lucas (D-Ill.), who will be majority leader of the Senate, introduced for himself and Sen. Herbert R. O'Conor (D-Md.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.), a bill to increase the pay of the President, Vice President, Speaker of the House and heads and assistant heads of executive departments and independent agencies. The bill provides for raises of FCC commissioners from $17,000 to $20,000 a year. They now get $10,000.

Earlier a Senate Civil Service Subcommittee [BROADCASTING, Dec. 27, 1949] had proposed a rate of $16,000 but later made an upward revision.

The subcommittee, composed of Sens. O'Connor, Flanders and Baldwin, agreed the measure should be enacted into law before Jan. 20. Unless passed by that time—the date of President Truman's inauguration—the $26,000 a year pay raise provided for the President in the measure could not under law become effective during his new term.

Inadequate Salaries

In a letter to Congress, President Truman said that "inadequate salaries have long made it difficult to obtain and hold capable men for positions of greatest responsibility in the government service. For most of those positions there have been no pay increases in many years. In the meantime other salaries in both government and private industry have risen sharply and opportunities for larger compensation in private industry have greatly expanded."

In recent years the difficulties of obtaining and holding the best qualified citizens for official positions has definitely impaired the government service. This condition now appears to the point where it constitutes a serious threat to the efficiency of the government."

In his "State of the Union" message Jan. 4, President Truman told Congress that the nation's prosperity is threatened by inflationary pressures at a number of critical points in the economy. He recommended, in part, that Congress enact legislation to (1) continue the power to control consumer credit and enlarge the power to control bank credit; (2) authorize priorities and allocations for key materials in short supply; (3) provide standby authority to import needed goods for high priority commodities basically affecting essential industrial production or the cost of living; (4) authorize the use of government funds to build up such industries as steel if private firms do not expand rapidly enough.

In recommending tax legislation to bring an additional $4 billion of government revenue, he expressed the view that this should come principally from additional corporate taxes, a portion from revised estate and gift taxes. He felt that consideration should be given to raising personal income tax rates in the middle and upper brackets. Congressional income tax experts interpreted the middle bracket to be the $5,000 plus group.

President Truman called for repeal of the Taft-Hartley Act and re-enactment of the Wagner Act, with amendments to prohibit jurisdictional strikes and "unjustifiable" secondary boycotts.

Rep. Pepper (D-Ox.), slated for appointment as chairman of the House Interstate and Foreign Commerce Committee, Jan. 3 introduced a bill, H. R. 35, to amend the Communications Act so as to permit the use of Coast Guard stations for the reception and transmission of commercial messages. It was referred to the House Commerce Committee.

The same day Rep. W. R. Posage (D-Tex.) introduced a measure, H. R. 13, to require that published or broadcast political statements concerning candidates for public office contain information relating to sponsorship and cost.

Two bills were introduced during the first few days of the new Congress to repeal federal taxes on... (Continued on page 61)

COMMITTEES

The majority party of the new, reshuffled Congress last Wednesday named its choices for Senate committee posts.

Sen. Edwin C. Johnson (D-Col.) was recommended for chairman of the Interstate and Foreign Commerce Committee, which considers legislation relating to communications.

Democratic members recommended for reappointment to the Commerce Committee were Sens. Ernest W. McFarland (Ariz.), Warren G. Magnuson (Wash.), Francis J. Myers (Pa.), Brian McMahon (Conn.).

Recommended as new Democratic committee members were Sens. Herbert R. O'Conor (Md.), Lyndon B. Johnson (Tex.), Estes Kefauver (Tenn.).

The addition of the three Democratic members will create an 8 to 5 party ratio, as compared to a 10 to 6 ratio used during the Republican controlled 80th Congress.

One Republican vacancy on the committee will be filled. Sen. John W. Bricker (R-Ohio), according to informed sources, appeared late last week to hold the edge among contenders for this seat.

Past GOP committee members who will probably reclaim their seats are Sens. Charles W. Tobey (N.H.), Clyde M. Reed (Kans.), Owen Brewster (Me.), and Homer E. Capehart (Ind.).

The names of 15 Democrats and 10 Republicans were approved by the House last Wednesday to constitute the Ways and Means Committee. Democratic members of this committee will act as their party's Committee on Committees and recommend House committee appointments. A special Committee on Committees performs this job for the Republicans.

The list of Democratic recommendations was scheduled to be presented to the Senate for confirmation last Friday.

Action on recommendations of the two parties in the House was not expected for another week.

Democrats recommended for seats on the Senate Committee on Expenditures in Executive Departments, which scrutinizes the FCC budget, are Sens. John L. McClellan (Ark.), chairman; James O. Eastland (Miss.), Clyde R. Hoey (N.C.), Glen H. Taylor (Idaho), Herbert R. O'Conor (Md.), Russel B. Long (La.), and Hubert H. Humphrey (Minn.).

Both Sen. O'Conor and Long are new to the committee.

Nominated by the Democratic Steering Committee for seats on the Labor, Public Welfare Committee and to the Senate were Sens. Elbert D. Thomas (Utah), chairman; James E. Murray (Mont.), Claude Pepper (Fla.), Lister Hill (Ala.), Matthew M. Neely (W. Va.), Paul H. Douglas (Ill.), and Humphrey. The latter three Senators are new to both the committee and to the Senate.

SEN. EDWIN JOHNSON

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Majority Party Shuffles

Nominee for Commerce Chairmanship

Sen. Bricker
Sen. L. B. Johnson
Sen. O'Connor
Sen. Kefauver

BROADCASTING • Telecasting

Members Designate of Commerce Committee
HT TEGLENIC
Sarnoff Compliments Truman

PRESIDENT TRUMAN is a fine subject for television, RCA and NBC board chairman David Sarnoff said Thursday following a call at the White House, because he "doesn't try to act or play Hollywood."

Gen. Sarnoff said he had viewed the President on TV as he delivered his Wednesday night message to Congress. He congratulated Mr. Truman on his television demeanor.

Gen. Sarnoff recalled that he had suggested to the late President Roosevelt early in his administration that he should act before the microphone as though he were addressing three or four people. "Just be yourself," he had advised.

Though Gen. Sarnoff leaves this week on the Queen Mary for a business trip to Europe, he said the trip had no connection with his White House visit which he described as a courtesy call on the President.

While in Europe he will testify before a House of Commons committee on nationalization of British communications. He has been invited to testify on technical aspects by both the government and commerce interests. The nationalization plan has already been adopted, he said. He added that he would visit other countries if time permitted.

MILLER NAMED
NBC Night Video Manager

WILLIAM BURKE MILLER, NBC television program director, has been appointed night television manager; it was announced Wednesday by Carlton D. Smith, director of television operations.

In his new post, Mr. Miller will report to Warren Wade, national production manager.

Mr. Miller joined NBC television staff May 20, 1947, after 20 years with the network.

TV SET OUTPUT
Announced by GE

TELEVISION set production at the GE Electronics Park plant has reached a rate of 200,000 a year, according to a year-end statement of Dr. W. R. G. Baker, vice president of the company. More than 3,000 of the plant's 7,100 employees are working on video receivers or television station equipment, Dr. Baker said.

With a prediction for the new year, Dr. Baker estimated that "Television receiver billings at the retail level will exceed $650 million in 1949."
THE MANY radio artistsdreaming of tax relief under a capital gains statute had a rude awakening last Monday. The Treasury ruled that proposals of radio artists and others to sell their personal services as property would not be treated as a capital gain to permit lower taxes.

Charles Correll and Freeman Godsen, the Amos 'n' Andy team, appeared to be the only performers safely under the wire. Informal statements had previously indicated [Broadcasting, Dec. 6] that the Amos 'n' Andy team, which led the crusade to the Internal Revenue office might be the only ones left on safe ground after the flood of relief appeals had passed.

Amos 'n' Andy Safe

Regardless of what action may follow in other cases, it is felt highly improbable that the Internal Revenue Bureau would change its long standing policy of refusing to act retroactively.

Jack Benny had switched his "incorporated" show from NBC to CBS [Broadcasting, Nov. 29] and stood to realize hundreds of thousands of dollars in tax savings, if the bureau accepted it as a capital gains deal.

The disappointment for Mr. Benny was contained in a statement issued by George J. Schoenee, Commissioner of Internal Revenue, indicating that the artists would not be able to claim the 25% capital gains tax on deals involving personal services. If the facts show the sale is one of "personal services" rather than property, they will be taxed at the regular income tax rate of 77% on sums exceeding $1 million.

The Revenue Act prohibits dissemination of information on specific cases, but there was little doubt that the Benny negotiations had prompted the official clarification.

Internal Revenue Statement

Comr. Schoeneen issued the following statement:

"The tax effect of any business transaction is determined by its realities.

"Accordingly, proposals of radio artists and others to obtain compensation for personal services under the capital gains statute cannot be regarded as coming within the capital gains provisions of the Internal Revenue Code. Such compensation is taxable at ordinary income tax rates."

Internal Revenue officials said the explanation was in response to "numerous inquiries."

Refuting accounts that it would give the radio comedian $4 million to switch to its network, CBS, in a statement issued Dec. 31, announced it will pay Mr. Benny $1,356,000. According to network officials, CBS is paying $2,000,000 for the total stock and assets of Amusement Enterprises Inc., but that Mr. Benny "personally owned not all but only 60% of the stock." Some sharers created Mary Livingstone, Mr. Benny's wife, with owning a sizeable portion of the remaining 40% of the stock.

Federal and State Taxes

Mr. Benny under such an arrangement would, according to a rough estimate, pay about $700,000 in federal taxes on the $1,356,000. He would be nicked, in addition, for California state taxes.

Some quarters have felt that the performers being wooed to CBS would not have been willing to enter into capital gains transactions without some assurance from CBS that they would be protected in event the Revenue Bureau ruled their deals involved personal income. Other radio capital gains [Broadcasting, Jan. 3].

Frank Stanton, CBS president, emphatically denied such an arrangement had been agreed to and indicated that such reports as "utterly fantastic."

Mr. Stanton maintained there was nothing in the contract to that effect and that "no side or verbal agreements" had been made. He indicated that henceforth the matter must be resolved by Mr. Benny and the Internal Revenue Bureau.

It was in a capital gains deal that CBS last fall acquired the Amos 'n' Andy show. The theory behind the sale had been that the network had purchased a trade name which could be continued even if its originators drop out. The fact that the Benny show requires the presence of Mr. Benny was being cited as the chief reason his bid was rejected.

NBC has announced finally it will not make comparable offers to performers until the Revenue Bureau position has been made clear.

Two-Year Run

Although it was anticipated that the Internal Revenue ruling would subdue the tax-saving craze, the controversy over current cases was expected to run, less spectacularly, for about two more years.

The Benny faction has contended that the CBS purchase of Amusement Enterprises Inc., carries right to the use of characters, scripts, etc., as in the Amos 'n' Andy case and therefore is clearly a capital-gain transaction.

Mr. Benny may still believe his is a capital gains case when he files his returns that "if his legal interpretation is disputed by the Internal Revenue Bureau, he may appeal his case to the U. S. Tax Court in Washington, D. C."

If he includes the sale as a capital gain in his 1948 tax returns, the matter will probably not reach the U. S. Tax Court for six months to a year if Ben describes it as a part of his 1949 returns, it will be an estimated one to one and a half years before it reaches the court.

Other top-flight NBC stars reported being wooed with similar offers. The capital gains deals include Bing Crosby, Edgar Bergen, Fibber McGee and Molly, and Phil Harris and Alice Faye.

Not only radio artists have sought relief under the capital gains method. By using it, Gen. Dwight. D. Eisenhower was able to keep half of the $1 million he earned on his recent book Crusade in Europe, published by Doubleday.

Up to Dec. 30, CBS' Frank Stanton was intent upon making further talent raids on competing networks.

"At year's end," Mr. Stanton said, "negotiations were being carried forth to add other prominent and promising programs to the schedule."

Mr. Stanton indicated that CBS also intended to continue creating its own new programs and developing new stars.

BATTLE OF STARS

A Running Account

QUICK GLANCES at the files of Broadcasting provide a running account of the classic NBC-CBS "Battle of the Stars." It runs like this:

Broadcasting, Sept. 6—Tripartite negotiations among CBS, Lever Bros., and the Music Corp. of America involved CBS' attempt to sell to CBS of services of Amos 'n' Andy and subsequent leasing of stars as technical advisors to giant soap and drug firm near completion. Sale reportedly in neighborhood of $2 million.

Broadcasting, Sept. 13—First deal of its kind in big-talent radio and another precedent established by team of Freeman Godsen and Charles Correll announced last week by Lever Bros. with "one-way shiny" in its radio program schedule, including shift of Amos 'n' Andy from NBC to CBS. General reshaping of radio setup included Bob Hope Show, Big Top, and My Forces and His Hour. Network battle-royal for top-flight talent went into weekend with NBC apparently in the lead in the CBS foray. CBS for its part, was faced with a series of fights to protect other performers. CBS conceded loss of the Benny battle late in the week but unofficially claimed to be in the running for Edgar Bergen. Others reported seeking capital gains deals or inviting offers from CBS, ABC or MBS include Bob Hope, Fibber McGee and Molly, Ed Gardner, Red Skelton and Gildersleeve. Niles Trammell, NBC president, reportedly on West Coast protecting his big bargain.

Broadcasting, Nov. 22—Decampment from NBC of Jack Benny, Edgar Bergen and Phil Harris-Alice Faye with a four of heretofore dormant Sunday night program power of network—CBS seemed likely last week. Unofficially learned CBS has outbid all. The round was in lines Mr. Benny to its fold by means of a capital gains purchase.

Broadcasting, Nov. 29—Jack Benny program will move to full CBS network Jan. 2 in Sunday 7:30 p.m. period it had occupied on NBC, CBS announced Friday. Everybody but principals willing to concede Phil Harris and Alice Faye should move to CBS early next year. NBC President Niles Trammell announced NBC will continue to refuse to purchase stock in so-called production companies until U. S. Treasury says such transactions (Continued on page 88)
SUNDAY NIGHT HOOPERS

By ED JAMES

IN THE STATISTICAL judgment of Hooperings, NBC last week was groggy from the new CBS Sunday punch.

CBS, with its reorganized Sunday evening schedule built around captured NBC stars, also captured sizeable portions of the radio audience. On Jan. 2—the night of the most drastic network program switch in recent history—NBC led CBS in only one show—Fred in only one mystery, Sam Spade—and that by a narrow margin.

The Hooper story for the 6:30-8:30 p.m. critical hours of Sunday was as follows:

- 6:30-7 p.m.: CBS—Spike Jones for Coca-Cola, 10:4 rating; NBC—Ozzie & Harriet for International Silver Co., 8.2.
- 7:30 p.m.: CBS—Jack Benny for American Tobacco Co., 27.8; NBC—Horace Heit for Philip Morris Co., 11.7.
- 8:30 p.m.: NBC—Fred Allen for Ford Dealers of America, 12.3; CBS—Sam Spade for Wildroot Co., 11.2.

NBC Hooper Down

Against the new opposition of the Spike Jones Show, moved last Jan. 2 to the Sunday 6:30 time from its former place at Friday 8:30 to 11 p.m., NBC's Ozzie & Harriet lost 4.3 rating points below its position of two weeks before, the latest previous Hooperating period. Mr. Jones and company gained 2.6 points over his previous rating in the Friday spot.

Mr. Benny's Hooperating was improved by his transfer of networks. His 27.8 on Jan. 2 was 52 points higher than that for his Dec. 19 broadcast. "The Hooperings," Jan. 2 remained in the same time slot.

The NBC's Fred Allen, in a time half an hour earlier than formerly, dropped 2.2 points below his Dec. 19 rating in his accustomed 8:30-9 p.m. slot, while used to confront Edgar Bergen before the ventriloquist's "retirement," picked up 1.2 points against his new opponent, Mr. Allen.

The one sussater which NBC, at virtually the last moment, substituted in its 8:30-9 p.m. time, which was vacated by the move of Mr. Allen to Mr. Bergen's former 8:30 time, got a 6.3 Hooperating, against an 8.7 scored by the CBS Life with Luigi, also new to the time.

Advertising Campaigns

Both CBS and NBC indulged in one of the most expensive programs advertising campaigns in recent history to promote the changes in their Sunday schedule, a factor which failed to explain a collateral phenomena last Jan. 2. Without special build-up, ABC's lavish give-away, Stop the Music, scored the second highest Hooperating of any Sunday evening show.

In the second half hour of its 8-9 broadcast, Stop the Music got a 27.6, second highest Hooperating of any Sunday evening show.

The first half of Stop the Music outscored its opposition of Fred Allen and Sam Spade with a 15.2 rating.

With the first engagement fought, and the dismal Hooper communiqué digested, NBC settled down for a long Sabbath-shattering battle.

Another hit of worrisome news was that Sterling Drug was contemplating cancellation of Manhattan Merry-Go-Round. Sundays 8:30-9 p.m., NBC's, the program it has sponsored for 16 years.

If Sterling quits, NBC would be left with the entire 8:30-9:30 p.m. period on its hands. It was known that several advertisers were regarded as firmly prospective buyers of either the whole hour or part of it. Until the Sterling decision to stay or quit was made, NBC scheduled a new dramatic program for the 8:30-9 p.m. period and starched the Merry-Go-Round at 8:30-9:30.

The new show, the NBC Theatre, will be produced in cooperation with the Screen Directors Guild and will consist of half-hour adaptations of successful movies. The first, "Stage Coach," starring John Wayne, was to be heard last night (Jan. 9). Each week the director of the film will appear on the radio show. The Screen Directors Guild will make the selections of films for adaptation and will be paid an unknown price by NBC.

Crimp in CBS Plans?

Meanwhile, speculation was rife, following the Internal Revenue decision on Mr. Benny's capital gains purchase by CBS (see story, page 28), as to whether a crimp had been put in Columbia's plans for acquiring other performers.

It was known that until a fortnight ago, when the government turned up its nose at Mr. Benny's request, CBS had been pursuing other NBC luminaries with offers of purchases similar to Mr. Benny's. With such deals precluded by the new Internal Revenue ruling, it was believed that at least some of the CBS negotiations had stalled. Observers acknowledged, however, that other inducements such as desirable time periods might be offered by CBS in place of the now impossible capital gains deal and that it was not unlikely that some NBC stars would be tempted to leave.

Reported Price

Reports that Mr. Benny's purchase price had been $4 million were vehemently denied by CBS. In an official statement, the network explained that the assets and stock of the comedian's Amusement Enterprises Inc. had been bought for stock.

CBS pointed out that Mr. Benny owned only 60% of Amusement Enterprises Inc. and therefore his share of the purchase price was $1,356,000. Taxed as income rather than as a capital gain, that figure will probably produce about $1 million revenue for the government and about $2,356,000 for Mr. Benny.

The network also denied rumors that it had given Mr. Benny stock in CBS as a hedge against an adverse Internal Revenue ruling.

SALES PRACTICES

REVAMPING of broadcast sales practices to stop stations from competing with their networks was discussed by the NBC sales managers executive committee, opening a two-day meeting at NBC Washington headquarters. Committee chairman Eugene S. Thomas, WOJC Washington, presided.

Going into the whole problem of sales and rate practices, the committee was told that agencies and representatives handling national time are protesting rate practices that purportedly drive business to other media.

Sales managers maintaining two rates—general and retail, or national and local—were said in some cases to be defeating the purpose of the dual rate structure by permitting national advertisers to use tactics that permit them to buy time at the lower or local rate.

Devices Pointed Out

This was attributed in some cases to local salesmen who advise national advertisers to place business through them. Such devices as routing through a local distributor are employed, the committee was told. Thus national time is diverted from agencies and representatives, with the agencies often deciding to move into other media and drop radio.

An educational campaign was proposed to inform stations of the effect of such methods.

Preparation of a manual on sales practices, to be published as soon as possible, was proposed on rec-

(Continued on page 57)

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ABC CHANGES

Jahncke, Wilson VP's, Barry Shifts

ELECTION of two ABC vice presidents and the reassignment of Charles G. Barry and the late president in charge of television were announced last week by the network. Mr. Barry had been scheduled to take command of western operations.

Ernest L. Jahncke Jr. was elected vice president in charge of the stations department for both radio and television, and J. Donald Wilson was elected vice president in charge of programs.

Mr. Barry, whose appointment as successor to Don Searle, retired vice president in charge of the Western Division of ABC, was announced a month ago, will remain in New York to direct the network's television activities, and will report to Robert E. Kintner, executive vice president.

Paul Mowrey continues as national director of television for the network.

As a result of the change in Mr. Barry's assignments, Frank Samuels, ABC West Coast sales manager, will be acting head of West Coast operations. John Edwards will serve as acting head of programs on the West Coast, the former job of Mr. Wilson, who will make his headquarters in New York as program chief.

Expanded Video Plans

The decision to retain Mr. Barry in the East and place him in overall supervision of television was made in view of expanded plans for ABC video, according to Mr. Kintner.

Mr. Barry was vice president in charge of programs before his now aborted appointment as West Coast chief. He has been chief of television as well as radio programming for the network since July 1, 1946.

Mr. Jahncke, who has been with ABC since his release from duty with the Navy, in which he was a commander, became manager of television station relations several months ago following the transfer of John Norton, who had been vice president in charge of the stations department, to the vice presidency of the midwestern division.

At that time Otto Brandt was named manager of station relations. With the elevation of Mr. Jahncke to a vice presidency in overall charge of the stations department, Mr. Brandt becomes national director of station relations for both television and radio.

A graduate of the U. S. Naval Academy, Mr. Jahncke was in the traffic department of NBC from 1937 to 1941 when he went on active duty with the Navy.

Mr. Wilson, formerly a freelance director and producer in Hollywood, has been with ABC for a year and was appointed head of programming a month ago at the time of the decision to move Mr. Barry to the West Coast.

Other Appointments

Several other executive appointments at the network were also announced. Morgan Ryan, former member of the program sales department, was named eastern program manager and program manager of WJZ New York; Harold Morgan Jr., former budget officer, was appointed business manager for television; Geraldine Zorbaugh and William R. White, of the legal staff, were made assistant secretaries of the company; Charles Harrell, former eastern program manager, was made an executive producer of television, and Anne Kelly, in the program department of WJZ, was named assistant program manager of the station.

FELDMAN

Given Promotion by MBS

ARTHUR FELDMAN, director of news operations for the MBS Washington office, has been named Mutual director of special events, A. A. Schechter, the network's news and special events vice president, announced last week.

Mr. Feldman succeeds Jack Paige, recently promoted to manager of program operations. He joined MBS in January 1948 as a member of the network's news staff.

Simultaneously, Hollis Seavey, special events director of Mutual's Washington office, was appointed news and special events coordinator in the capital city.

FMA POST

Sellers Executive Director

EDWARD L. SELLERS, Washington appointment this week was named executive director of the FMA Assn., succeeding Bill Bailey. Mr. Bailey wound up his FMA tenure Dec. 31 [BROADCASTING, Jan. 3].

With emphasis planned on sales aspects of FM broadcasting along with consumer acceptance, FMA's executive committee outlined a promotional program for the year including a sales clinic during the spring in New York. Already plans are under way for the annual FMA convention to be held next September at the Sheraton Hotel, Chicago.

Mr. Sellers has been an Associated Press radio editor and sales representative for the AP Washington City News Report. He has been in public relations work more than a decade, including the Virginia Railway Assn. and Norfolk & Western Railway. During the war he was a Navy flyer and was rechristened a lieutenant. After the war he was with Capital Airlines as publicity and promotions manager, becoming sales manager of the airline's news bureau. He is a graduate of Roanoke College and Washington & Lee U., where he did graduate work in journalism.

FMA has retained Faught Co. as public relations and promotion counsel to assist Mr. Sellers and the board in its expanded 1949 program. The board will meet in the near future to work out details and make budgetary provisions.

Thomas F. McNulty, president of WMCP (FM) Baltimore, last week resigned as a board member and treasurer of FMA. He gave no reason for the action. FMA has not yet taken steps to name a successor.

TURKEY DAY SHOW

On CBS Tops in Audience

THE CBS Thanksgiving Festival received the highest audience ratings, according to A. C. Nielsen Co., New York Marketing Research Organization.

CBS, the network that established the tradition of specially-created, star-studded holiday shows, received a total audience rating of 22.7% as against 20.8% for the same type of show on NBC for the same period, Thursday, Nov. 25, 4-6 p.m.

The CBS show was sponsored by Wm. Wrigley Jr. Co., Chicago, through Arthur Meyerhoff, also Chicago. NBC's Thanksgiving frolic was sponsored by Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago.

WHITEHALL

Daytime Billings Go To Murray

APPROXIMATELY $2 million worth of daytime radio billing effective immediately will be transferred from the Whitehall Pharmacal Co., New York, to the John F. Murray Co. advertising agency, New York, from Dancer-Fitzgerald-Sample, New York, which has handled that billing for the past 18 years.

Among the shows that John F. Murray will handle are Helen Trent and Our Gal Sunday both five times weekly on CBC, Just Plain Bill and Front Page Farrell both five times weekly on NBC, and Zeke Manners on West Coast network. All five shows were formerly handled by D-F-S. The Mr. Keen show on CBS will be retained by D-F-S.

The John F. Murray agency has handled only the magazine advertising for Whitehall Pharmacal Co., until the current increase of radio billing.

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ARMSTRONG VS. FCC
Case Goes to Court in February

DISPUTE over the reallocation of FM—long waged between FCC and FM's inventor, Prof. Edwin H. Armstrong—in effect has finally reached the courts.

Pending an eleventh-hour court hearing, Prof. Armstrong has won a stay order against FCC's deletion of his experimental low-band FM station, W2XMN.

In an eleventh-hour move Dec. 31, Prof. Armstrong filed an appeal with the U. S. Court of Appeals for the District of Columbia from FCC's denial of his request for continued operation of W2XMN.

Midnight of Dec. 31 was FCC deadline for cessation of all low-band FM broadcasting. The stay order against the Commission action was issued the same day and the case was ordered on the court's February docket for immediate consideration.

Data "Ignored"

Implications were contained in the court appeal that FCC not only "ignored" vital FM propagation data offered in the past from W2XMN, but that the Commission in its present proposed television reallocation "may be acting on data that is erroneous" if it stops the Alpine low-band experimental program.

Perfunctory

Prof. Armstrong also included in his appeal a letter from Dr. Harlan T. Stetson, director of the Cosmic Terrestrial Research Lab. of Massachusetts Institute of Technology, saying it would be "unfortunate" to stop W2XMN at this time.

It has been making half-a-dozen attempts since Jan. 16, 1945, to cease operations of the station, 167 miles distant, since Feb. 1945.

In its notice of appeal, Prof. Armstrong stated that on Dec. 10 he made written application to the Commission for renewal of the W2XMN authorization. The station has been conducting its experimental program since 1941 under short-term special temporary authorization.

On Dec. 22, the notice of appeal said, "the Commission advised applicant that the Court of Appeals had, on that date, considered its application for renewal and had denied same but without having fixed any time and place for hearing on said application and without having afforded appellant an opportunity to be heard."

A petition for reconsideration of the denial was filed on Dec. 29, the appeal related, and on Dec. 30 a supplemental to that petition was filed "expressly requesting an opportunity to be heard and to present oral argument" on the application and petition.

On Dec. 20 also there was filed a request for extension on temporary basis the "license" for W2XMN and that the renewal denial be stayed pending final determination of the petition for reconsideration.

The notice of appeal indicated that "the Commission has not taken any action" upon the pending requests for stay and supplemental several reasons to support the appeal.

The appeal said that the Dec. 22 letter of denial was based upon two previous orders of the Commission relating to termination of low-band operation "which were arbitrary and capricious and contrary to law and embodied and were based upon gross misconceptions of scientific fact."

He said the appeal was issued in September and May in reply to requests that the Commission modify or reconsider its decision not to reallocate its 44-50 mc band to FM and to require cessation of all low-band transmission on Dec. 31 [BROADCASTING, May 10, Sept. 20, 1945].

Said to Be Violation

The failure to give hearing on the renewal application and petition for reconsideration was termed in violation of Sec. 309(a) of the Communications Act as well as of the Fifth Amendment to the Constitution. It was pointed out that the FCC action "summarily terminates" the W2XMN operation "at a time when there is no present possibility of making an allocation of the frequency in question for any other purpose."

FCC proposes to allocate the 44-50 mc band among various public safety and special services and one Commission spokesman indicated the assignments may be made final as early as February. He pointed out also that there was still not need before more than a few weeks to get into operation after approval. FCC had said it intended to expedite this allocation in its September order on the matter.

The appeal further argued that the FCC order "without reason or necessity summarily terminates important experimental activity in connection with the propagation characteristic of radio waves." Also mentioned was the fact that "more than eight regularly operated commercial radio stations" would be deprived of programs broadcast by W2XMN. Such action "materially hampers the services rendered by those stations," it was said.

In his petition for the stay order, Prof. Armstrong pointed out that expenditures of great amounts of time and money would be "substantially lost to him." In an accompanying affidavit he urged operation of his station be permitted, "at least as long as it does not conflict with the operation of mobile services."

The affidavit pointed out that in two letters to FCC during December Prof. Armstrong stated that "certain errors in propagation data" had been introduced at the Nov. 30-Dec. 3 television engineering conference since it was learned that from these errors "swiping conclusions have been drawn that are incorrect." Both were submitted for the court's attention.

The court's supplemental Dec. 20, said that at the engineering conference he and Mr. deMars had (Continued on page 56)
COAXIAL OPENING

AT&T to Link East, Midwest Tuesday

BY BRUCE ROBERTSON

NETWORK television will take its longest forward step tomorrow night (Jan. 11) when AT&T links together the- present East Coast and midwestern video network facilities.

Event, to be celebrated with a 90-minute ceremonial program, marks the beginning of regular TV network programming from the Atlantic to the Mississippi. Moreover, it is tangible evidence that coast-to-coast video networking is no dream to be achieved at some far-distant date, but a rapidly approaching reality.

AT&T pointed out that the new video network service, which becomes available for regular use on Wednesday, will put TV programs within reach of a quarter of the nation's population. The combined new network, will extend for 2,100 miles-1,740 miles of coaxial cable and 370 route miles of radio relay.

The new network facilities provide one circuit each way between New York and Chicago for network TV programs, which the Bell System promises will be expanded by the end of June to provide three westbound and one eastbound circuits. Until these added channels are available, however, the four TV networks are dividing the facilities on an elaborate time-sharing schedule worked out after weeks of argument which concluded in many cases with the telephone people making the allocations themselves because the video broadcasters could not reach agreement.

Allocations for the East-to-West circuit first to be announced [BROADCASTING, Jan. 3], were somewhat altered last week when WPIX (TV) New York decided not to join in the cable-sharing group at this time. Changes in the East-West schedule are:

Monday-Saturday, 5-6 p.m.: 5-6:15 to NBC; 6-6:30 remains DuMont Monday through Friday but is open on Saturday; 6:45-7 to DuMont Monday through Friday, on Saturday 7:15-7:30 to ABC Monday through Thursday and Saturday; CBS on Friday.

The Monday 8-9 hour allocated to WPIX is now divided: 8-8:15 to CBS; 8:15-8:30 to DuMont; 8:30-9 to NBC. Tuesday, the 10-10:30 spot formerly given to WPIX is now split 10-10:15 to CBS, 10:15-10:30 to NBC. Saturday, the 8:30-9 period switches from DuMont to ABC, 9-9:30 from ABC to NBC and 10-11 from WPIX to ABC.

Sunday the 5-6:30 period goes from WPIX to NBC, 6-6:30 which was open is now divided 6-6:15 to CBS and 6:10-6:30 to ABC, 10-11 goes from rotation to NBC each week.

Those changes are in the East-to-West circuit. The West-to-East circuit allocations finally decided last Wednesday, include no allocations to DuMont. Division of time among the other three TV networks is shown in the above tables.

NBC Time

On Monday, 10-11 p.m., the West-to-East circuit allocated to NBC stops at Philadelphia as DuMont was the Western network in New York circuit at that time. This is also true Friday, 9:30-10 p.m., when ABC has the Washington-to-New York circuit.

When CBS is bringing the Golden Gloves finals east from Chicago the week of Feb. 21 a number of evening programs generally allocated to other networks will be made available to CBS for that week only. CBS will also get the West-to-East cable on March 4 from 10-11 p.m. for a special sports program.

NBC's schedule for the full eastern and midwestern networks via the new cable includes two Monday through Friday programs: Howdy Doody, 5:30-6 p.m., and Camel Newsreel, 7:50-8 p.m.

Once-a-week programs to go on the full Atlantic-to-Mississippi NBC hookup as of Jan. 12 are: Texaco Star Theatre, Tuesday, 8-9 p.m.; Kraft Television Theatre, Wednesday, 9-10 p.m.; Bigelow-Stanford show, Thursday, 8-9 p.m., and the Friday night fights sponsored by Gillette Safety Razor Corp. [BROADCASTING, Jan. 3].

In addition, NBC reported that the Philco Playhouse will be broadcast over the full hookup every other Sunday, 9-10 p.m. On the Sundays that it does not get the cable, this program will be broadcast on NBC's East Coast TV network as it has been.

In the Midwest, the program used in the East two weeks earlier will go on at the same time through kinescope recordings sent to the individual NBC affiliates in the Midwest.

The Swift show, an NBC-TV East Coast NBC hookup, Monday, 8-9:30 p.m., will be broadcast from Chicago over the full hookup on Jan. 13 only. Henceforth, it will go on live on the eastern network as of the past, and will be repeated by kinescope recording broadcast on the midwest network from Chicago two weeks later at the same time.

This same procedure will be followed for the Cluett-Peabody Arrow show, Thursday, 8-8:30 p.m.; The Bate Girl About Town, Thursday, 8-9 p.m., the Colgate-Palmolive-Peet program, Monday, 9-9:30 p.m.

American Tobacco Co.'s new program, Show PTIME, Friday, 9:30-10 p.m., half-hour filmed dramas based on famous short stories, will start Jan. 21 on NBC's East Coast hook-up, with prints of the film sent to all other NBC TV affiliates for simultaneous broadcast.

Chicago Origination

RCA's new Kukla Fran and Ollie, Monday through Friday, 7-8 p.m., will be broadcast from Chicago to the full midwest network and fed via cable to New York and Richmond, with other eastern markets possibly to be added. Admiral Radio Corp. on Jan. 28 starts Friday Night Frolics on a combined NBC-DuMont video hookup in East and Midwest, 8-9 p.m.

Chevrolet Div. of General Motors will add kinescopic recordings on KNBH Hollywood to its live East Coast NBC hookup, Monday, 8-8:30 p.m., after that station takes to the air Jan. 16, but has made no other plans to extend the program's present TV coverage. Procter & Gamble will continue to Like to See, Tuesday, 9-9:30 p.m., in the East only until the time when more cable circuits are available.

Motorola Radio Co. is planning to drop its Nature of Things series, Monday 8:30-8:45 p.m., and to replace it with the half-hour show (Continued on page 68)
Nobody quite knows why the owl is supposed to be so wise. But ever since the ancient Greeks made him sacred to their Goddess of Wisdom, the owl has been supposedly a wise old bird.

There are some wise old birds among time-buyers too. It's easy to spot them. The wise ones buy \( W \text{I\text{T\text{v}}H \text{, the BIG independent with the BIG audience.} \)

They know that \( W \text{I\text{T\text{v}}H \text{ is the big bargain buy in the nation's sixth largest market. They know that } W \text{I\text{T\text{v}}H \text{ regularly delivers more listeners-per-dollar than any other station in town. They know that } W \text{I\text{T\text{v}}H \text{ covers 92.3\% of all the radio homes in the Baltimore trading area.} \)  

Are you among these wise ones? If not, call in your Headley-Reed man today and get the full \( W \text{I\text{T\text{v}}H \text{ story.} \)
Leave us now join

Before we wipe the old slate clean
Let's sing a song, let's pen a paean
To everything in '48
Which we would like to celebrate:

To Radio, first, a cup of cheer
For winding up its biggest year,
Knowing full well, while we're about it,
That none of us could live without it.
Hail to a year of glad relations
Between this network and its stations
From West Palm Beach to Puget Sound,
And, boy, bring on another round
For the nine-and-ninety million folks
Who listen weekly to our jokes,
Our songs and stories, news and dramas—
Here's to them all, their pops and mamas,
Their sisters, uncles, aunts and others
Including in the Lever Brothers.
To Pepsodent's Irma, Palmolive's Brooks
To Phil and all the other Cooks,
To Chesterfields and that old peachy
Godfrey guy, and Don Ameche
(The "Lucky" boy)—to Vaughn Monroe
And Hawk from whom all Camels flow,
To Johnny and to Philip Morris—
You're all okay in our thesaurus.

Hasn't it been a dandy year
For all the theaters on our air!
The "15th straight" for champion Lux,
Ford looking like a million bucks,
Electric's show where Little Helen
Is standing 'em in the aisles, all yellin',
While Armstrong, Hallmark and Prudential
Just keep on being existential.

Three cheers, we say, and threeé more cheers
For all those doughty engineers
Who worked the night-long and the day-long
To make those records that can play long;
All of which just goes to prove
We're always in that micro-groove.

Remember the day when General "Ike"
Stood up before Columbia's mike
To raise a cool three hundred grand
For Europe's hungry kids? We stand
Hats off to "Ike" and his Crusade
And guys like him who make the grade:
A pair of Sulka's best pajamas
To grace the gams of Lowell Thomas.

And now let's pay our proper dues
To Edward Murrow and his News
hands

Than which there is no super-duper,
And let's salute our Average Hooper,
And all our shows—and there are plenty—
That broke into the tough "top twenty."
Hooray for Sunday's Peerless Tonic
Which millions call the Philharmonic.
(In this connection, shout hooray
For Standard Oil—that is, [N.J.])

We would be derelict in our mission
Did we not honor Television.
Man's glassy essence, thee we toast,
Now on your way from coast to coast
Toward new horizons. Hail TV!
There's more in you than we can see.
Rochester, Jack and Mrs. Benny
Of happy returns we wish you many,
And here's a cane all made of candy
For Lum 'n' Abner 'n' Amos 'n' Andy.
Shoot Roman candles to the sky
In praise of dear old NRI,
And while we're on the alphabet
A pox on us lest we forget
IBEW... RDG...
abracadAFRA and NAB,
Four fanfares and a furbelow
For Messrs. BBD & O.

Sullivan, Stauffer, Colwell, Bayles,
We know that you will never fail us,
And may the light of yon great Star
Shine gently on you, Y & R.
In Thompson's name we shout our skoals
And we're all yours in Benton & Bowles.
On, Procter! On, Gamble! On, Gallup and Roper!
Let bygones be bygones for each horoscope.

Let's pin a sprig of holly on
The famous Crosbys, Bing and John,
And with another wreath adorn
The brows of Gould and Miss Van Horne.
For Variety's "mugs" and Radio Daily
A long locomotive and a willow-waley.

Well... '48 was mighty fine,
Now looking out toward '49
We wish from electronic science
The best to all our friends and clients,
To everyone in Radio
A hug beneath the mistletoe,
We're only sorry we can't list 'em...
This is... The Columbia Broadcasting System.
**BOXING SPARS WITH TV**

**TELEVISION networks should sit down now with boxing authorities to renegotiate television contracts for the good of both industries, according to Abe J. Greene, national commissioner of the National Boxing Asn.**

Mr. Greene told BROADCASTING that his own organization is now making a national poll of the members on television, seeking to find out what effect TV has had on boxing in their areas and seeking suggestions for meeting problems created by television.

Results of the NBA poll are expected to be compiled in time for its next executive committee meeting at a date yet to be set in February.

The NBA is composed of the official boxing commissions, who are generally government officials, from all states, except Massachusetts (which is about to join) and New York. Mexico, Cuba, Canada and several U.S. territories are also members. Commissioners are charged with the duties of fostering as well as regulating the sport.

(In New York, meanwhile, the Boxing Managers Guild took the initiative for boxers, letting it be known it will seek to bargain for contracts for fighters with television networks.)

**Statement Devoted to TV**

Mr. Greene's revelation that the poll was being conducted followed the issuance of his year-end statement, which, unprecedentedly, was devoted completely to the effect of television on boxing. Mr. Greene, former NBA president, is the first man to hold the job of national commissioner. He also is the state athletic commissioner of New Jersey.

His main thesis was that telecasting big ring contests could upset the economy of boxing clubs throughout the country. He indicated that in self defense boxing clubs might have to ban telecasts.

A somewhat similar argument recently was raised in connection with college football telecasts—that televising of one big game could destroy the gate of smaller colleges and thereby ruin the financial foundation on which all college sports rests (BROADCASTING, Dec. 20, 1948).

Mr. Greene discounted the argument that television might make many new fight fans as did radio. The media are not comparable, he said, because a telecast, unlike a radio report, is so close an approximation to eyewitnessing.

"Television gives the home-side spectator a ringside seat which he can't get unless he's among the 400 garden millionaires," said Mr. Greene.

"The expedient of cutting main event fighters into a small slice of the promoters television payoff just don't work," he continued. "In New York main-eventers get a $272 melon. That isn't the answer because, with gates badly slumping, it's like buying a quarter for a buck."

"But it isn't the effect of video on any one given television show that's so devastating. More drop in the gate at Madison Square Garden alone is only a momentary defection which Uncle Mike Jacobs and the Garden probably can hurdle."

"What is such television shows do to the hinterlands that counts. For instance, if a good fight is televised from Washington, the fight club in Newark, or Richmond Hills, or Pawtucket is badly dented."

"There isn't a fight club in New Jersey, for instance, which can compete with Garden television on Friday night. When Beau Jack and Ike Williams boxed for the title in Philadelphia, the club in Newark, 100 miles away, might just as well have folded for the night. It did fold completely later."

**Economy Upset**

Mr. Greene emphasized that boxing economy has been upset already with "meager television" and with the coaxial cable to the Midwest to about operate, the problem can only be intensified.

The effect of television on small clubs, he said, will have a deleterious effect on all boxing because the fight game needs the local rings as the incubators for the top talent.

"Television men who are talking about staging major fights in small clubs, a move executives are five years ahead of themselves and therefore talking through their hats. A good club has the fightbug, so they go to two Donnybrooks in a plush-lined hangout without accompanying bedding and they'll emulate a pair of sweethearts."

"Additionally, a mere sponsored show between two world-famous boxers in a private club for the sponsor's friends takes the fight out of the realm of sports and makes it a purely commercial proposition. Of what value will it be then, to newspapers and sport pages, which make sports as big as they are?"

Without sports page step-up for a fight, the television sponsorship won't be worth the tube it's flashed on, and the vicious cycle is complete.

He urged the TV networks and TV manufacturers, the latter of which have enjoyed set sales spurt due to big fights, to "heed the handwriting on the wall" and sit down with boxing commissions and the NBA "lest they wake up some day and find a universal decree against televising of boxing bouts."

Charles Johnstone, president of the Boxing Managers Guild in New York, acknowledged that his organization would try to bargain for "talent" in the ring business with TV networks. This would be the guild's first effort in that direction. The guild already has had one meeting with DuMont network executive, notifying them that after May 1, when DuMont contracts with the arenas are terminated, that the guild expects to be the negotiator instead of fight clubs, as heretofore.

**CHICAGO SHOW**

Furniture Exhibition Features Television Receivers

**CHICAGO SHOW**

Furniture Exhibition Features Television Receivers

**RADIO and television manufacturers, educated since the first flush of receiver production to the fashion whims of the buying public, are making radical improvements in cabinet styling.**

Evidence of modern design is being seen in Chicago at the annual Winter Furniture Market in the American Furniture Mart, where more than a dozen AM and TV sets are being displayed by manufacturers are demonstrating their products to buyers from all parts of the country. Receivers are being made in a variety of sizes, shapes and woods, although mechanical elements and prices remain much the same as last year. Major variance in this year's prices is that the sets have been broadened to include more expensive as well as more costly models.

Because manufacturers have dropped older lines in favor of new ones, attempts to give greater values are centered on original design and styling. Selling, sparked by fashion consciousness, has become highly competitive in time for this year's market. TV set makers predict their receivers will become the focal point in a room, replacing the traditional fireplace or couch. Requirements in the televising rooms, they say, are: (1) that furniture be low-slung, light and easily movable; (2) that chairs or couches enable viewers to shift, rock back or rest without losing view of the screen, and (3) that the receiver cabinet be as attractive and well-arranged as the normal focal point, such as a grand piano.

"In the planning of homes, there is already a trend toward a regular television room," one TV spokesman said. "The set is no longer a gadget pushed into a corner, interfering with the room arrangement."

Set manufacturers also predict that video will aid in counterbalancing the drift from home and family entertainment.

Several private brand manufacturers are exhibiting radio and television sets produced to correlate with complete furniture lines, with cabinets complementing other pieces in a room by color, materials and size. Ensembles on display feature a receiver as an integral part of the furnishings.

Major-brand manufacturers participating in the Mart showing are RCA, Philco, Admiral and Zenith. Arvin, an Indiana firm, introduced its table model TV set for the first time last Monday. RCA is showing four 16-inch picture tube models, with push-button tuning for both close-up and normal viewing.

Products made by General Electric are in dealer showrooms at the home furnishings market in the Merchandise Mart. The two-week Winter Market will be concluded at each site Jan. 18.

**THE EMERSON entry in the low priced television set field is this Model 611, introduced last week at the Waldorf-Astoria, New York City. With a 52 inch screen and 10 inch picture tube, the set will list for $269.50, 10% lower than the former price for this type of set.**
**Upcoming**

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**Jan. 10:** Chicago Advertising Executives Club dinner, Electric Club, Chicago.


**Jan. 13:** Opening of East-Midwest Television Network.

**Jan. 17:** Multiple Ownership, oral argument, FCC HQ, Washington.

**Jan. 18-19:** RMA Industrial Relations Committee conference for industrial relations and personnel directors, Hotel Statler, New York.

**Jan. 22:** CBS-Program Committee meeting, Montreal.

**Jan. 23:** CBS Television Clinic, Waldorf-Astoria Hotel, New York.

**Feb. 3:** ABC Mountain and Pacific Area Network Affiliates meeting, St. Francis Hotel, San Francisco.

**Feb. 4:** Radio Correspondents Association annual dinner, Hotel Statler, Washington, D.C.

**Feb. 8:** Hearing before FCC on Motions of American Tobacco Co., Washington.

**Feb. 16:** National Board of Directors meeting, Roosevelt Hotel, New Orleans.

**Feb. 21:** FCC Hearing on G. A. Rich- ardson's radio policies, Federal Bldg., Los Angeles.

**Feb. 24-28:** Western Radio Conference, Marine Memorial Club, San Francisco.

**March 4-8:** Annual Radio Conference on Station Problems, U. of Oklahoma, Norman.

**March 7-10:** Ire national convention, Hotel Commodore and Grand Central Palace, New York.

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**NEW CBS TV's**

**Four Affiliates Added**

AFFILIATION of four television stations with CBS, bringing the network's total to 26, was announced last week.

The stations and the effective dates of their affiliations are: WTHI - TV (Terre Haute), Feb. 15, owned by the Miami Valley Broadcasting Corp., operating on Channel 13, Robert Moody, general manager.

WHEN (TV) Syracuse, Jan. 1, owned by the Meredith-Syracuse Television Corp., operating on Channel 8, Paul Adanti, general manager.

WICU Erie, Jan. 1, owned by the Erie Dispatch, Inc., operating on Channel 12, Edward Lamb, president.

KOB-TV Albuquerque, Dec. 31, owned by Albuquerque Broadcasting Co., operating on Channel 4, R. R. Seal, general manager.

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**Goebbers' on TV**

ONE of radio's oldest families, and certainly one of its longest-running programs, turns to radio's most precious child when The Goebbers invade television, Thursday, Jan. 13, the series debuts on CBS-TV, 8-9:30 p.m., with its author, Gertrude Berg, in the leading role of Mollie Goebbers, which she created.

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**TV PULSE**

'Texaco Theatre,' Godfrey Tops in N.Y., Phila.

TEXACO Star Theatre and Godfrey's Talent Scouts held the number 1 and 2 spots in the TV Top Ten list in both Philadelphia and New York during December, according to The Pulse Inc. Wrestling was the top attraction in Chicago during the same month. Sets in use in both Philadelphia and New York showed slight increases.

**New York**

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**Philadelphia**

AVERAGE ¾ HR. SETS-IN-USE

Entire Week, 12 Noon-12 Midnight

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**7-YEAR TV PAC**

Signed by Cooley and KTLA

A SEVEN-YEAR television contract has been signed between KTLA Hollywood and Spade Cooley, western recording star, according to Klaus Landsberg, West Coast director of Paramount television.

Mr. Landsberg who termed the pact "unique" pointed out that Spade Cooley's Western Varieties, show, 1 candid interview program and 1 special event telecast. They were divided over the week as follows: Monday 5; Tuesday 2; Wednesday 1; Thursday 2; Friday 4; Saturday 1; Sunday 5; and Monday-Friday 1.

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**CTS CONFERENCE**

Set for Chicago March 7

TELEVISION industry leaders from all parts of the country will take part in the Chicago Television Council's national TV conference, March 7, 8 and 9, in the Palmer House, Chicago. Speaker's, including a discussion panel, representing all elements within the industry, will appear and on discussion panels, according to James Sturton, council president and ABC Central Division general manager.

"It is our intention to measure the developments of television to date and to estimate the future in an exciting, interesting manner," Mr. Sturton said. "We will avoid generalizations and tedious excursions and seek, instead, to get down to cases."

The conclaves, which will be "practical as well as informative," is the first of its kind to take place in Chicago. Speakers will be chosen for their activity in the industry and the phases with which they are most familiar, Mr. Sturton explained. The session will be open to all industry members and interested persons, and attendance will include station personnel, agency representatives, talent and technicians.

A registration fee, still unannounced, will include cost of three luncheons and a dinner at which a national TV expert will be guest of honor.

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**CAR TV BAN BILL**

To Be Introduced in N. Y.

A BILL banning television in New York state was introduced in the state legislature, which convened last Wednesday, Senate. Thomas C. Desmond, the bill's sponsor, announced. "Exceptions would be Army, Navy, police, fire and television company cars.

The senator commented that "rolling theatres" operated by the public "will produce more smash-ups and kill and maim more people than bad brakes, drunken driving and icy roads."

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**Video Impetus**

"THE PUBLIC serves as the real effective Impetus as far as TV progress is concerned and the TV engineer will have to keep pace with consumer demands," Leonard A. Aschbach, president Garod Electronics Corp., said in a statement just released. He cited his own company, which today is marketing 14 models of sets—all including the new tele-zoom development with remote control operation [BROADCASTING, Jan. 3].

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**January 10, 1949**  •  Page 35
Grants, Applications as of Jan. 1
(Report 41)

THE TELEVISION PICTURE as it existed on Jan. 1, from a stations and applications standpoint, was shown in a state-by-state list prepared by FCC and released last Tuesday.

The list shows 53 stations in operation—more than were on the air in mid-August, when the last such list was issued [BROADCASTING, Aug. 16]. It also shows 73 stations under construction—15 less in August—and 311 pending applications, 10 more than in August. Of the pending applications 186 are involved in hearings, primarily because of channel shortcomings.

The relatively slight change in any category on the list except operating stations is due, primarily, to the freeze on television licensing which has been in effect since early September. The freeze does not affect construction. Nor does it preclude new applications, though it has obviously slowed activity in this respect.

There has been no new indication of when the freeze may be lifted. But more observers appear to feel that it will be hard to complete the engineering and allocations review, for which the freeze was called, before late spring or early summer in any event.

Following is FCC's television list, prepared as of Jan. 1. "L" denotes a licensed station; "C" indicates a construction permit; "O" means the station is operating under special temporary authority, and "A" indicates an application. "A-H" signifies an application which has been set for hearing. "See also" indicates more than one city in a metropolitan district.
A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion—the opening of its key West Coast station...KNBH, Hollywood.

KNBH will be the exclusive outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere—first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication—and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a production center—and as a market.
Right Out of the Horse's Mouth... and It Ain't Hay

While there are those who might claim that it's strictly off the cob, the fact remains that he's got 'em eating out of his hand, whether down on the farm or every week-day evening on the air.

Country gentleman or man-about-Washington, feeding livestock or ferreting out news, Fulton Lewis, Jr. goes about his chores with workmanlike capacity. The best measure of his success is his loyal audience.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It affords local advertisers network prestige at local time cost, with pre-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

TV MUSICAL

ADMIRAL CORP. will sponsor television's first full-scale Broadway-type musical revue, Friday Night Frolic, which will have its premiere 8-9 p.m., Friday, Jan. 28 over the networks of both DuMont and NBC.

The show, to be telecast over 54 stations in 16 cities, will star Sid Caesar, with Mary McCarthy, Imogene Coca and the dance team of Gower and Champion. It is being developed by Kudner Agency, under supervision of Myron P. Kirk, director of radio and television, with the assistance of the William Morris Agency.

Many television "firsts" will be achieved by the show, among them the fact that in cities with both DuMont and NBC stations it will be shown both simultaneously. Within one week, the show will be kinescoped to 14 additional cities, thereby bringing it to every city in the United States with television facilities.

Friday Night Frolic will be the first continuing television show organized as a permanent stock company, complete with its own technical and administrative staffs, including: Writing, music, scenery, costumes, lighting and choreography. It also will have a permanent ballet group and occasional guest stars.

Each Friday evening it will present a new show centering around a definite theme, such as Radio City, night life, cross country and the like, with sketches, songs and dances highlighting each title.

No Expense Spared

In signing the dual network contract, Ross Siragus, president of Admiral, said no expense would be spared to make the program outstanding. He added:

"People buy television sets for one reason — to be entertained. We're going to bring to their living rooms the best Broadway has to offer."

Details of the two-network arrangements were evolved by Mr. Kirk, Commr. Mortimer W. Loewi, executive assistant to the president of the Allen B. DuMont Labs., and Charles R. Denny Jr., executive vice president of NBC.

The joint pick-up will be made each Friday from NBC's newly-acquired International Theatre at Columbus Circle, New York.

It will be viewed over WNBK and WARD New York, WPIL-TV and WPTF Philadelphia, WAAM and WDBL-TV Baltimore, WWDW and WTTG Washington, WJAC and WBZ Boston, WFKE and WNKX Cleveland, WBOG and WCN-TV Chicago, WWJW and WWKB-TV Detroit, WKBG Schenectady, WBDN-TV Buffalo, KSDK-TV St. Louis, WSMR-TV Minneapolis, WPTV-Toledo, WNHC New Haven, WDDY Philadelphia, WNNY and WNNB-

Richmond. It will be kinescoped to KOR-TV Baltimore. The TV MUSICAL will be telecast over WJZ-TV and WJZ-AM Baltimore, WNASA and WBTW Philadelphia, WJZ and WOR-TV New York, WJBK-TV Detroit, WJW-TV and WSC Cleveland, WKBG Schenectady, WBDN-TV Buffalo, KSDK-TV St. Louis, WSMR-TV Minneapolis, WPTV-Toledo, WNHC New Haven, WDDY Philadelphia, WNNY and WNNB-Richmond.

It will be kinescoped to KOR-TV Baltimore. The TV MUSICAL will be telecast over WJZ-TV and WJZ-AM Baltimore, WNASA and WBTW Philadelphia, WJZ and WOR-TV New York, WJBK-TV Detroit, WJW-TV and WSC Cleveland, WKBG Schenectady, WBDN-TV Buffalo, KSDK-TV St. Louis, WSMR-TV Minneapolis, WPTV-Toledo, WNHC New Haven, WDDY Philadelphia, WNNY and WNNB-Richmond.

Psa, where he developed such personalities as Danny Kaye and Imogene Coca, will be producer-director and will also join Mel Tolkin and Lucille Kallen in writing lyrics and sketches. He has had the Broadway hit "Straw Hat Revue" and is a writing contributor to the current Broadway success, "Make Mine Manhattan."

Charles Sanford will be musical director. He currently holds the same post in "Make Mine Manhattan" and served similarly with "Oklahoma," "Sadie Thompson," "Hellzapoppin" and "Sons of Fun," and was assistant musical director for "Porgy and Bess."

Frederick Fox will do the scenery. He created settings for "Light Up the Sky" and "Make Mine Manhattan" as well as for "Dear Ruth," "John Loves Mary" and "Anna Lucasta." And Du Mont will be in charge of costumes and James Starbuck will direct choreography.

ABC'S TORNEY

Leaving to Form TV Firm

KIRK TORNEY, sales manager for KGO and the ABC Spot Sales Office, San Francisco, will resign Jan. 15 to enter private business in the television sales field.

Together with Robert Bush, San Francisco businessman, Mr. Torney will incorporate his new enterprise under the name Torney-Bush Television Co. of San Carlos, Calif. The company will sell and install leading brands of television receiving sets within the San Francisco Bay area television signal range.

Mr. Torney, a native of San Francisco, first joined the KGO sales staff in May 1944 following wartime service in the Navy. He was appointed ABC network account executive for San Francisco in November 1944, and was promoted to sales manager early in 1946.

In addition to his AM duties at KGO, Mr. Torney in recent months has handled initial KGO-TV sales operations. The station plans to begin telecasting early this year.

Gayle V. Grubb, KGO general manager, said Mr. Torney's successor has not yet been chosen, but will be named within the next week or two.
Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These “Seal-O-Flange” lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

Distributor of Western Electric Broadcast Equipment

MANUFACTURED BY:
(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hught Lyons; (7) Melotron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) Nellco Electric Products;
(16) Triangle; (17) Bryant

Everyting Electrical to keep you on the air

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
P. L. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 4104

**CINCINNATI**
J. R. Thompson, Main 0600

**Cleveland**
W. S. Rockwell, Cherry 1360

**DALLAS**
C. C. Ross, Central 6454

**DETROIT**
P. L. Gundy, Temple 1-5500

**JACKSONVILLE**
W. C. Wills, Jacksonville 5-7180

**KANSAS CITY, MO.**
R. B. Uhrs, Grand 0324

**LOS ANGELES**
R. B. Thompson, Trinity 3321

**MINNEAPOLIS**
W. D. Flee, Geneva 1621

**NEW YORK**
P. C. Sweeney, Works 4-2000

**PHILADELPHIA**
O. Jones, Walnut 2-5405

**PITTSBURGH**
R. F. Grossart, Court 4000

**RICHMOND**
E. C. Toms, Richmond 2-2832

**SAN FRANCISCO**
K. G. Morrison, Market 5131

**SEATTLE**
D. I. Craig, Main 4635

**ST. LOUIS**
J. P. Lepore, Newstand 4700

Broadcasting  •  Telecasting

January 10, 1949  •  Page 39
DISCUSSING cooperation of KNBH (TV) Los Angeles with Los Angeles Mirror are (l to r) Robert Brown, KNBH program manager; Virgil Pinkley, editor and publisher of the Mirror, and Harold J. Bock, NBC Western Division television manager. Station and paper will collaborate in joint coverage of spot news and feature events. The Los Angeles NBC video outlet is scheduled to start operations about the middle of this month.

J. P. WHITEHEAD, Miami Margarine Co. advertising director, starts the company's sponsorship of segment of Mutual's Queen for a Day on 245 southern stations. With him are Katherine Hardig, Ralph H. Jones Co., and (standing, l to r) Mac Ward and Ben Lochridge, MBS, and Stanley Miller, Ralph H. Jones Co., v.p.

ROBERT HOAG (r), new sales manager for KTSL (TV) Los Angeles, receives congratulations on his promotion from Ward D. Ingram, Don Lee director of advertising. Mr. Hoag was station TV sales co-ordinator.

BRIGHT future for video was voiced by Benjamin Abrams (l), Emerson Radio & Phonograph Corp. president, when interviewed by Bill Leonard on WCBS New York's This Is New York.

BACKING UP Art Baker (seated) when he moved his Notebook to KECA Hollywood are his associates of ten years ago when program started (l to r) Amos Baron, KECA sales manager; Clyde Scott, general manager; John Edwards, ABC production manager, and Rollo Hunter, KECA program manager.

VISITING Tepoztecatl Pyramids during lull in Mexico City High Frequency Conference are (l to r) Royal Howard, NAB; Mrs. Howard; Morley Rankin, NAB; Mrs. Raymond Guy, and Mr. Guy, NBC.

NEWELL-EMMETT staff artist Eric Gurney took his job in his hands when he prepared these "portraits" of the agency's partners. In real life they are (l to r) John Cunningham, George Fowler, Richard Strobridge, Fred Walsh, C. D. Nowell and Tom Maloney. The drawings are part of an exhibit at Newell-Emmett offices of Mr. Gurney's caricatures of 40 agency people.

STARTING "Pennies from Benny" campaign for Infantile Paralysis Fund are (l to r) Actor, D. W. Thornburgh, CBS v.p.; A. E. Joselyn, KNX Los Angeles; Jack Benny.
2 COMMERCIAL ANNOUNCEMENTS

+ WGN = RESULTS

RESULTS which Hirsch Clothing Company of Chicago, a neighborhood store, knows about.

Hirsch announced a sale of ladies' dresses on WGN at 6:15 pm, Monday, November 29, 1948, on John Nesbitt's 15 minute program, "The Passing Parade."

This was the only broadcast (2 commercial announcements) — no other promotion or advertising was used!

BUT — here's what happened the next day, Tuesday:

By 9:30 am ... opening time — dozens of women crowded around the front door ...

9:35 am ... third floor dress shop filled with milling customers asking about the "Radio Dress" ...

9:40 am ... first and second floors pressed into service as waiting rooms ...

9:45 am ... signs posted on street doors reading "Sorry. Half-hour Wait." Store employees used as auxiliary police to line up buyers waiting outside store ...

2:00 pm ... entire stock of sale dresses SOLD OUT (a sale which was to have lasted one week) ...

6:00 pm ... closing time — hundreds and hundreds of women had responded — an additional 250 dresses not included in the group for sale had been sold — in total, A WEEK'S SUPPLY OF DRESSES SOLD OUT IN ONE DAY!

YES ... Hirsch Clothing Company knows about RESULTS with WGN!

A Clear Channel Station ...
Serving the Middle West

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 120 East 42nd Street, New York 17, N.Y.
West Coast Representatives: Kermen and Eickelberg
235 Montgomery St., San Francisco 4 - 2978 Wilshire Blvd., Los Angeles 5
716 Lovia Bldg., 333 SW Oak St., Portland 4
MEMO: TO PROGRAM DIRECTORS

Our thanks to the 543 stations which carried the "Naval Air Reserve Show" last season as a public service. You fellows did a swell job; and as a result, we're back in production with a new 26 week series.

The new show is grown up - bigger and better (we think) but it's familiar... The regulars are all on board - our star Jim Ameche with his Orchestra... And George Barnes with his Orchestra... And the guest stars are featuring many prominent names from the entertainment world.

The cast of the "Naval Air Reserve Show" and Universal Recording Corporation placed this page so that we could announce the new series... (thanks, fellow)... And we'd like your station to come aboard if you have a weekly quarter-hour that needs a public service show of this caliber.

Just drop us a line - we'll have the new show available soon.

Sincerely,

[Signature]
Walter H. Kimmell
Lt. Comdr., USNR
Director of Radio

Page 42 • January 10, 1949

"The Honey Dreamers"

BROADCASTING • Telecasting
Teletbau

(Continued from page 36)

Status

City and Call

Channel

Applicant

City and Call

Channel

City and Call

Channel

Applicant

Letters

No.

No.

No.

Kalamazoo

CP

Kalamazoo

CP

Fetzler Bstg. Co.

(WKZO-TV)

3

Landung

CP

NALM Inc.

(WJIN)

6

Saginaw (see Bay City)

A

Saginaw Bstg. Co.

13

MINNESOTA

Minneapolis (see also St. Paul)

A

Back Studios

7

Independent Merchants Bstg. Co.

CP

Albuquerque

CP

Minn. Bstg. Corp.

(WTCH-TV)

4

Northrup Bstg. Co.

St. Paul (see also Minneapolis)

O

KSTP Inc.

(KSTP-TV)

5

A

WJMN Bstg. Co.

2

MISSISSIPPI

Jackson

A


7

MOISSUR

Clayton (see also St. Louis)

A-H

Evon, Lutheran Synod

2

Kansas City (see also Kansas City, Kan.)

CP

Kansas City Star

(WDAF-TV)

4

A-H

KCKC Bstg. Co.

2

A-H

KCMO Bstg. Co.

5

A-H


5

A-H

20th Century Fox

9

A-H

WHB Bstg. Co.

5

A-H

Midland Bstg. Co.

9

St. Joseph

A

A-KFEC Inc.

13

A-H

Midland Bstg. Co.

13

St. Louis

A


13

A-H


4

A-H

Thes, Patrick Inc.

4

O

Pulitzer Pub. Co.

(KSD-TV)

8

A-H

St. Louis U.

2

A-H

St. Louis Times Pub.

4

A

20th Century Fox

9

OMAHA

Omaha

A

A- Control Stages Bstg. Co.

7

A-H

KFAB Bstg. Co.

7

CP

May Bstg. Corp.

(KAMA-TV)

CP

Radio Station WOW (WOW-TV)

6

NEW HAMPSHIRE

Manchester

A

A- Grundyview Inc.

12

Portsmouth

A

A WHIN Inc.

5

NEW JERSEY

Atlantic City

A-H

Atlantic City Tele. Bstg. Co.

8

A-H

Neptune Bstg. Corp.

8

A-H

Press-Union Pub.

8

Newark (see also New York, N. Y.)

O

O Bramer Bstg. Corp.

(WAVY)

13

Trenton

A

A Trenton Bstg. Corp.

8

NEW MEXICO

Albuquerque

O

Albuquerque Bstg. (KOB-TV)

4

A

Albuquerque Bstg. Corp.

8

O

Albuquerque Bstg.

(WHEN)

8

New Mexico

A-H

Albuquerque Bstg. Corp.

9

A-H

Albuquerque Bstg. Corp.

9

A-H

Albuquerque Bstg. Corp.

9

Bellingham

CP

Clark Associates (WHBF-TV)

12

Buffalo (see also Niagara Falls)

A-H

WHER Inc.

9

A-H

Buffalo City Express

9

A-H


9

A-H

WHIN Inc.

9

A-H

WGR Bstg. Corp.

9

Columbus

A

A-Corning Leader

9

Elmira

A

Elmira Star Gazette

9

Ithaca

A

A-Cornell U.

9

New York

A

A-American Bstg.

(WJZ-TV)

7

A

A-California Bstg.

(WCBS-TV)

7

LA

A-DuMont Labs

(WAND)

9

A-H

Bamberger Bstg. Corp.

(WBZ-TV)

9

CP

Bamberger Bstg. Corp.

(WBZ-TV)

9

CP

WBFX Inc.

(WBFX)

11

Niagara Falls (see also Buffalo)

A-H

Niagara Falls Bstg. Corp.

9

BROADCASTING  •  Telecasting

January 10, 1949  •  Page 43

WHO-TV

Starting Tests Jan. 17

A REGULAR schedule of test patterns will be started Jan. 17 by WHO-TV Dayton, Ohio, according to R. H. Moody, WHO manager.


The station will operate on Channel 13 (210-216 mc) with 24 kw visual, 22.2 kw aural.
two are always better than one.

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising. But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has only one broadcaster—WBAL—that offers advertisers a powerful combination of both AM and Television under the same aegis.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways
...you can publicize your talent both ways
...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.*
Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved so strong that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

**WBAL**
1090 KC  50 KW
NBC Affiliate

**WBAL-TV**
Channel 11  36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

**WBAL** and **WBAL-TV**
Mean Business in Baltimore!
EDITORIAL

BMB’S Survival?

FOR THE \textit{N}TH time in its tumultuous career, Broadcast Measurement Bureau is in turmoil. But this time it is the life-or-death McCoy. There are charges that its formula and its research are wrong; that it is mismanaged; that it coerces stations through advertiser-agency pressures; that it tries to be all things to all people, and, finally, that it is in unnecessarily dire straits.

These allegations are answered categorically in this issue by BMB. The blanket contention is that those who criticize are malcontents, goaded by unfriendly motives and who do not know the facts.

The very topic of basic coverage measurement is controversial. But everybody agrees that radio should have a counterpart of the Audit Bureau of Circulations.

There are those who argue that BMB should show only those who can hear a station and where he can hear it, not whether he listens, how often, and to what he listens. ABC, they point out, doesn’t purport to show who reads a publication, but simply whether he gets it.

That there’s something wrong in the Denmark-Skvit model that BMBrend quote alikes. That BMB, or some other such cooperative measurement is desirable, likewise is established.

The BMB executive committee meets tomorrow. It still acts as a committee, but as a board of inquiry. Should there be a change in basic research methods? Should the agencies and advertisers pay their tithings to the support of a revitalized BMB, as do to ABC? The desirability of cooperative control, rather than private, is obvious. And a change in BMB management is inevitable.

It would be tragic to let BMB die. Top level consultation of ASCAP leaders is needed—top advertisers, top agencies and top broadcasters. If there’s more of the internel-level fiddle-faddling through committees and subcommittees unauthorized to act with the full Carrier could be a gone goose before the Ides of March.

No Jan. 1 Jeanie

HARDLY a station in the nation played “Jeanie With the Light Brown Hair” last New Year’s Day. If any did, it was by sheerest programming circumstance. Eight years ago that day, “Jeanie,” resurrected from the limbo of public domain, was No. 1 on the Hit Parade—an ASCAP-less parade.

Today there’s healthy competition in music, with both ASCAP and Broadcast Music Inc., radio-owned music source of supply. The ASCAP-radio contract was automatically renewed Jan. 1, with no increase in rates.

If there was a murmur of controversy or any semblance of rancor in the renewal negotiations of ASCAP leaders, it wasn’t discernible in the public prints or in NAB councils. There’s a reason—about 200 pounds of it—in the person of Theodore C. Streibert, president of NBC and chairman of the NAB Music Advisory Committee. For the past couple of years, Mr. Streibert has functioned quietly and effectively in his dealings with ASCAP. He commands the respect of broadcasters and ASCAP leaders alike.

For the next nine years, then, there will be no “Jeanies” on the airwaves unless the program-makers want them there, or unless the boys want to plug an encore in tribute to Ted Streibert’s prowess.

TV’s Golden Spike

IN RAILROAD history, the red letter event was the driving of the Golden Spike on May 10, 1869, at Ogden, Utah. It marked the junction of the first transcontinental railway.

Tomorrow (Jan. 11) television’s counterpart of the Golden Spike becomes a fait accompli. The Hit Parade and ASCAP are connected for TV. Later, and probably faster than the present AT&T timetable, the lines will extend coast-to-coast.

Logically bracketed with the East-Midwest TV junction is the observation of FCC Chairman Coy that “Television is rapidly becoming America’s pastime.”

Panelled Bureaucracy

AFTER A lapse of 11 years, the FCC is returning to a “panel” or “division” organization, designed to expedite its work principally by seeking to break the broadcasting bottleneck.

Unlike previous Commissions, this is one wherein all the members do not want to get in on the broadcasting (and now the telecasting) act. Comr. E. M. Webster, who lives and breathes radio safety services, becomes chairman of the panel of that name. And he’s been the prime mover for swift reorganization lest the FCC find itself hopelessly snarled. Served with him is Vice Chairman (of the FCC) Paul A. Walker, a common carrier rather than a broadcasting expert, and Comr. Robert F. Jones, who has demonstrated that he can fit into any regulatory niche and do a man-sized job of it. The same three make up the Common Carrier Panel, but with Mr. Walker appropriately as chairman.

The brunt falls on the Broadcast Panel. Roed H. Hyde, who came up the hard way through the FCC ranks, leads it. He’s a Republican, and so is Comr. George E. Sterling, former chief engineer and another career success story, who will sit with him. Miss Frieda Hemmick, who joined the FCC last year leaving a top law practice in New York with an exemplary record, is the third Broadcast Panel member and the only Democrat.

The fact that this Republican panel has been organized is adequate proof that the reorientation was not dictated along partisan lines, but rather on the basis of qualification, and seniority.

The chairman, Wayne Coy, will not sit on any division, but will be an alternate member of each. His function is largely administrative and policy. High policy matters involving rule-making procedures and general allocations automatically are the function of the full Commission. And appeals from each panel automatically go to the full FCC.

On paper, the looks like a long stride in the right direction.

But any project is as good (or as bad) as the men (and women) who administer it. We think Chairman Coy is wise in shedding the burden of meeting and hearing detail. The present duties of the chairman entail the ubiquity of a Whirling Dervish.

Even the degree of autonomy given each panel will, in our view, depend the success of the new system. If many broadcast cases are appealed to the full FCC, it won’t lighten the work-load but do the exact opposite, by introducing a new and cumbersome step.

We hope the panel plan works. This Commission is the best manned since creation of the FCC in 1934, to undertake such a “segregation” plan.

Our Respects To—

HAROLD BARKLEY STOKES

WHEN THE EASTERN television networks start piping their programs into the Midwest this week, they can thank Harold Barkley Stokes, radio and television program director of ABC’s Central Division, for having made thousands of midwesterners TV-network conscious.

Since the Midwest coaxials and relays were opened for business last fall, Mr. Stokes has been supplying 16 hours of network programming weekly out of his 22-hour schedule at WENR-TV Chicago.

Hundreds of letters from televiewers, dealers, and TV station officials in Buffalo, Cleveland, Detroit, Toledo, and Milwaukee have commended ABC for breathing life into AT&T’s western facilities. But few writers have realized that ABC’s broad-shouldered, florid-faced Chicago program chief, has been responsible—more than any other one man—for sustaining TV interest in these cities.

With becoming modesty, Mr. Stokes reckons his efforts have helped Midwest video dealers sell “a few hundred” sets, but network researchers estimate the figure runs “well into the thousands.”

It was last Sept. 1 that Paul Mowrey, ABC television director, flew into Chicago with the §4 question: Assuming that WENR-TV’s engineers would be ready, could Mr. Stokes stage a premiere by Sept. 17, and three days later be prepared to start regular programming on the Midwest network? If so, ABC could blaze a Midwest video trail and perhaps win friends for its combined eastern-western network of the future.

This meant that Mr. Stokes, in addition to working himself “into a lather” for the next 16 days and nights, henceforth would handle TV as well as AM programming for the Central Division. He calmly answered Mr. Mowrey with a question of his own:

“How many program-hours a week did you have in mind, Paul?”

When the TV boss suggested 16, Harold Stokes only smiled. This was a challenge, but hardly equal to the one NBC tossed him in the early ‘30’s. He was asked to whip up 11 programs for WMAQ Chicago in one day. Of course, that was AM—this TV. But was there much difference? Apparently not too much.

Of 15 WENR-TV originals, seven have come out of the Stokes noggin. Critics call his Super Circus one of the finest 60-minute video properties on the air. Four bidders currently are racing for sponsorship. His Music in Velvet (Continued on page 48)

Page 46 - January 10, 1949
Mark well, ye sellers, this market-wise mot: "There is music wherever there is harmony, order or proportion." It was Sir Thomas Browne's way of saying, some centuries ago, that music lovers are a well balanced lot... steady, reliable, and generally on the ball. Qualities that make a good customer! And because WQXR broadcasts the most good music in New York, it is welcomed into 550,000 homes by just such could-be customers of yours. Many of them would be, too, if you asked them. Why not go after this most profitable portion of the world's largest and most profitable market? Today, call Circle 5-5566.
Hotel's Pompeian on School artistry at Laclede Hotel, whose moved self.

His present schedule:
Musical variety 25%, Sports 20%, Children's Shows 20%, Forum and Discussion 15%, Drama 10%, Audience Participation 10%.

Harold Stokes got his start in the entertainment world in Nokomis, Ill., an agricultural and mining town 65 miles northwest of St. Louis. He is one of three "famous sons of Nokomis," whose names once adorned a billboard welcoming motorists to the town. The others are famed country singer Jim Bottomley of the St. Louis Cardinals and Charley (Red) Ruffing of the New York Yankees.

At the age of five Harold played Double Aces in a 30-minute radio serial. The rendition so pleased him, he recalls, that he applauded himself.

Keyboard Artistry

When he was 11, the family moved to St. Louis so his father could be closer to his grain broker- age business. They lived in the Laclede Hotel, whose manager was so impressed by Master Harold's artistry at the keyboard that he invited him to play nightly on the mezzanine. In the Soldan High School orchestra, his versatility as a musician first came to the fore when the orchestra under his direction played its music on a clarinet. Soon, he was doubling on all the woodwinds. But when he organized his first dance orchestra, at the age of 15, he was at the piano. Another chum named "Pee Wee" Russell "could play clarinet better."

Toward the end of his high school days, Mr. Stokes took up the accordion. He had two reasons: (1) During intermissions on river boat engagements "you could take an accordion up on the moonlight deck to entertain the girls"; (2) He was a member of the U. of Missouri, college of his choice, Eddie Freigovel's Quadrangle Orchestra already had a good pianist—Eddie himself.

His choice of accordion was a happy one, for as the managing director of the Quadrangle band he caught the eye of Paul Whitman's Collegians, who were touring the western college circuit. They invited him and them for an engagement at the Chase Hotel in St. Louis and later accompany them to Chicago for the opening of the Congress Hotel's Pompeian Room.

He liked the "big town" so much that he joined Del Lameo's Trianon ballroom orchestra rather than hit the road again with the Collegians. While at the Trianon, his roommate was a sax player named "Pee Wee" Russell.

A year later, an opportunity to "lead a band" presented itself for the first time since his high school days. Detroit's famous jazz impresario Gene Goldkette wanted a conductor-arranger. Mr. Stokes, who now had become attached to Chicago, went to the Motor City only because the Goldkette band featured such musicians as the Immortal Bix Beiderbecke, Tommie and Jimmy Dorsey, Frankie Trumbauer, and Joe Venudi. The Stokes arrangements... of "Lighthouse Blues" and "That's a Plenty," as played by these performers, enjoy wide popularity today.

The following year, Harold Stokes was lured back to the Windy City by the stage band craze. For 18 months he led featured orchestras at the Senate, Harding, and Belmont theatres, then joined pianist Roy Bary for the opening of the Stevens Hotel, largest in the world. An engagement with Mr. Bary at the Edgewater Beach Hotel was followed by a brief sojourn in Kansas City directing the Goldkette band at the opening of Plaza Ballroom. Hoagy Carmichael and "Pee Wee" Russell, a wrestling duo, got their "Red" Engle on trombone, and "Red" Engle on sax. When this outfit was routed back to Chicago for alternate engagements at the Trianon and Aragon "wonder ballrooms," Mr. Stokes got his first chance to participate in a regular schedule of broadcasting. WGN, the Chicago Tribune station, engaged the Goldkette band as studio orchestra, with Mr. Stokes conducting.

On Studebaker Show

He wielded the baton for the first coast-to-coast broadcast from Chicago—the Studebaker Champions show and has remained in radio, for the most part, as the director leaving town only for "grand openings" in other cities or to handle business sidelines.

For example, he went to Omaha to start the KOW-VW, and then to KOW-WOW over and over, and in recent years spent considerable time on his 120-acre farm in Hillsboro, Ill., raising broilers for the El Gaudo Restaurant on Sokie Highway, north of Chicago. He formed his own business association, "El Gaudo keepers," Lawrence Salerno, WGN, Chicago Dec. 30.

Before joining Raymer Mr. Penny was sales manager of WBT Charlotte and southern manager of CBS Radio Sales. Prior to that he was sales manager of WPTF Raleigh, N. C. Mr. Penny's future plans are undetermined, but he plans to reside in Atlanta for an indefinite period.

WOIC Luncheon

ADVERTISING Club of Washington will hold a "WOIC Day" luncheon at the Statler Hotel Jan. 11 to introduce officially staff personnel of the city's fourth television station, WOIC-TV, to club members. Eugene S. Thomas, WOIC general manager, is scheduled to make the introductions and outline briefly station's plans for servicing the Washington area. WOIC, affiliated with both CBS and MBS networks, began operation Jan. 16. Ed Sullivan, star of CBS-TV's "Toast of the Town" and columnist, will serve a.m., assisted by Al Kelly, con edian.

Penn Yearly Closes in Atlanta

ROYAL E. PENNY, formerly manager of the Atlanta office of Paul H. Raymer Co., station representative, resigned effective with the closing of Raymer's Atlanta office Dec. 31.

Mr. Penny was sales manager of WBT Charlotte and southern manager of CBS Radio Sales. Prior to that he was sales manager of WPTF Raleigh, N. C. Mr. Penny's future plans are undetermined, but he plans to reside in Atlanta for an indefinite period.

BROADCASTING • Teletcasting
Familiar landmark on Military Highway west of St. Cloud is KFAM's 440-foot Truscon Self-Supporting Steel Radio Tower, which mounts an RCA 4-section FM Pylon. Overall, the antenna reaches 494 feet toward the clouds.

The Times Publishing Company of St. Cloud is one more in the long list of station operators turning to Truscon for solution of radio tower problems. Experienced Truscon engineers analyze specific locations, weather, winds, geography and other factors—and develop the right tower design to assure continuous, uninterrupted service.

Whenever you require new or additional antennas, call on Truscon Radio Tower Engineers. With their worldwide experience, plus extensive Truscon manufacturing facilities, they can furnish any type of radio tower you need—tall or small, guyed or self-supporting, uniform or tapered in cross-section, for AM, FM, or TV. A phone call or letter to our home office in Youngstown, Ohio, or to any nearby Truscon District office, brings prompt action—with no obligation.
IF YOU'RE AIMING to pin down a sales message on the whole big, wealthy Pacific Coast market, buy Don Lee and hit the mark. Only the Don Lee network, with 45 stations, can release your message from within every important buying market on the Pacific Coast.

Pacific Coast people listen to their own local network station rather than to out-of-town or distant stations, because mountains up to 15,000 feet high make reliable long-range reception impossible. It takes a lot of local network stations for all the people to hear your radio message, and only Don Lee has enough of them.

LEWIS ALLEN WEISS, President  WILLET H. BROWN, Exec. Vice-Pres.  WARD D. INGRIM, Director of Advertising
1315 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA: Represented Nationally by JOHN BLAIR & COMPANY

<table>
<thead>
<tr>
<th>Of the 45 Major Pacific Coast Cities</th>
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<tbody>
<tr>
<td>ONLY 10</td>
</tr>
<tr>
<td>have stations of all 4 networks</td>
</tr>
</tbody>
</table>
Don Lee has a station in every city where the other three Pacific Coast networks have one. To cover the rest of the Pacific Coast (115 “outside” market counties), Network A has 11 stations, Network B has 3 stations, and Network C has 2 stations— but Don Lee has 32 stations, twice as many as the other three networks combined.

Only Don Lee, with 45 stations, has facilities to cover both “inside” and “outside” Pacific Coast markets, where over 13½ million people enjoy a buying income of 22 billion dollars a year. Don't buy your Pacific Coast radio blindfolded. Buy Don Lee and reach the whole rich Pacific Coast.

The Nation’s Greatest Regional Network

Ted Arnold, local sales manager at WSBFB and WSBFP FM Rock Island, Ill., has been appointed director of Rock Island Chamber of Commerce for a three-year term.

Paul H. Raymer Co., Los Angeles, radio representative, moved to new offices at 1680 Vine St. Phone is Hudson 2-2378. Jack Gale heads office.

Don Meyer, former WBKB (TV) Chicago sales manager, has joined NBC Central Division's video department as sales-program coordinator.

W. Irving Rose has joined sales staff of WKNY Kingston, N. Y.

Paul A. Kehle, formerly with WTBF Troy, Ala., has joined KVER Albuquerque, N. M., as sales manager.

Martin S. Pollin and Joseph X. O'Hara have been appointed account executives with WNJR Newark, N. J.

Ned Mowbray has been appointed local sales representative of WFBR Baltimore.

KUTA Salt Lake City has announced appointment of George P. Hollinger Co., Chicago, as its representative.

William B. Hartigan has joined WABT Albany, N. Y., as sales representative. He previously had been active with representative firms in New York and Atlanta.

Philip Fuhrmann has been appointed account executive for WPTF Alpine, N. Y. He formerly was sales manager of WABD (TV) WPF.

Robert J. Conway, for 13 years with sales staff of Flint & Kent, Buffalo, N. Y., department store, has joined sales staff of WBEN Buffalo.

CBS Renewals

Five Sponsors Re-Sign


Florida citrus drive

Florida Citrus Commission, Lakeland, Fla., on Jan. 24, starts a spot announcement campaign, five times a week on six stations, in the southern market. Bennett & Bowles, New York, its agency, placed the six-week contracts on the stations.

Marquee adds modern touch to exterior of WMBX Peoria's new studio and offices. At its new location WMBX has three studios on the same floor, a news room on the main floor and a theatre studio seating 300 persons.

AVERAGE 1/4-hour sets in use in the five cities covered by The Pulse Inc. was slightly lower in November-December over the previous months, due to a decrease in New York listening. The five cities—New York, Philadelphia, Boston, Chicago and Cincinnati—showed off 10.9 for November and December as against 24.9 in September and October.

In its top ten lists, Lux Theatre and Jack Benny were the evening leaders for the five cities. Giveaways disappeared from the rolls. Over half the ten leading evening programs were of the comedy-variety type. The figures:

AVERAGE 1/4 HR. SETS-IN-USE

<table>
<thead>
<tr>
<th>City</th>
<th>Week Ending</th>
<th>Week Ending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nov.</td>
<td>Sept.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>28.2</td>
<td>26.4</td>
</tr>
<tr>
<td>Chicago</td>
<td>30.6</td>
<td>27.2</td>
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<tr>
<td>Philadelphia</td>
<td>22.0</td>
<td>19.9</td>
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<tr>
<td>New York</td>
<td>20.4</td>
<td>22.6</td>
</tr>
<tr>
<td>5 Areas Combined</td>
<td>22.2</td>
<td>24.0</td>
</tr>
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**TOP 10 EVENING & DAYTIME—METROPOLITAN NEW YORK**

<table>
<thead>
<tr>
<th>Program</th>
<th>Week Ending</th>
<th>Week Ending</th>
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<tbody>
<tr>
<td>Lux Theatre</td>
<td>7.8</td>
<td>7.3</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>7.8</td>
<td>7.6</td>
</tr>
<tr>
<td>Fibber McGee-Molly</td>
<td>7.6</td>
<td>7.4</td>
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<tr>
<td>Arthur Godfrey</td>
<td>7.4</td>
<td>7.6</td>
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<tr>
<td>Big Sister</td>
<td>6.6</td>
<td>6.6</td>
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<tr>
<td>My Friend Irma</td>
<td>6.6</td>
<td>6.4</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>6.1</td>
<td>6.4</td>
</tr>
<tr>
<td>Sitting the Music</td>
<td>6.1</td>
<td>6.2</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>6.0</td>
<td>6.3</td>
</tr>
<tr>
<td>Daytime—5 a-week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>7.8</td>
<td>7.4</td>
</tr>
<tr>
<td>Big Sister</td>
<td>6.5</td>
<td>6.3</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>6.0</td>
<td>6.2</td>
</tr>
<tr>
<td>Collector Records</td>
<td>6.0</td>
<td>6.2</td>
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<tr>
<td>SAT. &amp; SUN. DAYTIME</td>
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<tr>
<td>The Shadow</td>
<td>7.7</td>
<td>7.3</td>
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<tr>
<td>Children's Hour</td>
<td>7.4</td>
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<tr>
<td>Counterpoint</td>
<td>6.7</td>
<td>6.2</td>
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<tr>
<td>Big Sister</td>
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**Chicago**

Listening increased in Chicago for all periods of the day during November-December. Sportscasts disappeared from the Top Ten. The figures:

**TOP 10 EVENING & DAYTIME—METROPOLITAN CHICAGO**

<table>
<thead>
<tr>
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</tbody>
</table>

**Boston**

Morning and evening sets in use increased in Boston during November-December, but afternoons listening was consistently lower, due to the end of baseball sportscasts. The final total for the two months' period was off one-tenth—22,478 against 23,339 during September-October. Evening leaders were Lux Theatre and Jack Benny. The figures:

**TOP 10 EVENING & DAYTIME—METROPOLITAN BOSTON**

<table>
<thead>
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</table>
HAVE YOU time
to help these children?

Use These All-Star Shows for the 1949 MARCH OF DIMES

Dennis Day Show

*Discs for Dimes—*
  short plugs by recording artists

Benny Goodman and his new orchestra

'Skitch' Henderson

Guy Lombardo and his Royal Canadians

Gregory Peck—Basil O'Connor

Piggy Bank Polka—
  official 1949 March of Dimes song

*A Report to You—*
  an infantile paralysis documentary

Alec Templeton with Allen Roth and
  his orchestra, plus

1-minute live and transcribed announcements

Foreign language programs in Spanish,
  German, Italian, Yiddish and Polish

JOIN THE MARCH OF DIMES • FIGHT INFANTILE PARALYSIS

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC., 120 BROADWAY, NEW YORK 5, NEW YORK

HOWARD J. LONDON, Radio Director

Franklin D. Roosevelt, Founder

BEckman 3-0500

BROADCASTING • Telecasting

January 16, 1949 • Page 53
UNESCO

Pledge Is Suggested

A PLEDGE by signatory states represented at the International High Frequency Broadcasting Conference that they will never use their assigned frequencies for "purposes contrary to mutual comprehension and tolerance," has been suggested by UNESCO (United Nations Educational, Scientific, and Cultural Organization) for inclusion in the text of the Mexico City Agreement.

The resolution pointed out that high frequency broadcasts have "too often been used for unfriendly propaganda," and called attention to the "International Convention Concerning the Use of Broadcasting in the Interest of Peace," signed by 22 countries at Geneva in 1938.

Memorandum documents submitted to the Mexico Conference by Arno Huth, UNESCO's representative, cited IFBBC's purpose as "direct concern to UNESCO," since the latter deals with all means of mass communication.

Major points cited by UNESCO are:

- It is necessary to reach an international agreement on high frequency allocations, notably on acceptance of a plan that can guarantee reception of broadcasts. Radio is becoming, and more for propaganda. The absence of international regulations for such practice develops unwanted frequency allocations.

- The 3,150 kilocycles allocated to high frequency are inadequate.

- An appreciable increase of effective broadcast would contribute to fullest use of the spectrum's resources. Also, a switch from high to low frequencies by stations in tropical regions is advised.

- On priorities, highest frequencies should be assigned to international and intercontinental broadcasting.

- Radio's local needs can be met by use of other frequencies; by increasing number of local stations, by establishing relay networks or line connections. Better equipped countries should give material and technical aid to those asked to be allowed high frequencies.

- Principles justifying priorities may be due a rough broadcasting. A protocol to complement the IFBBC may be suggested for frequency allocation of UN. UNESCO recommends that signatory states to prune use of facilities.

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Wilkey Promoted

GENE WILKEY has been promoted to assistant general manager of WCCO Minne-
apolis, Merle S. Jones, former general manager of the station, announced last Thursday. Pre-
viously, he was manager of WDDO Chatta-nooga, Mr. Wilkey joined WCCO in January 1944 as program manager. He was named program manager July 1, 1945. Mr. Wilkey began his radio career with WDDO when he was 19 years old, and advanced to program director.

STATE DEPT. officials on hand to take part in the official opening of "Voice of America's" new penthouse studios atop the Interior Dept. were (seated, l to r): George V. Allen, Assistant Secretary of State for public affairs, and Lloyd Lehrba, director, Office of International Information; (standing, l to r): William C. Mannstone, director, Office of International Information, under which IBD functions. Robert A. Lovett, Undersecretary of State, was unable to attend.

Also on hand were numerous newsreel photographers. The opening of International Broadcasting Division's new "Voice of America" studios in a plush penthouse atop the Interior Dept. building took place last Monday. Top congressional committee members and State Dept. officials participated in three-hour ceremonies coinciding with the opening of the 81st Congress.

George V. Allen, Assistant Secretary for Public Affairs, delivered the dedicatory remarks at the initial Washington "Voice" broadcast. He expressed hope that the new facilities will enable the "Voice" to give foreign listeners a "clearer, on-the-scene picture of America's democracy in action" and "a worthwhile contribution to a better understanding among people." Karl Mundt (R. S. D.) and Tom Connally (D. Texas) also spoke briefly.

The broadcast, lasting less than an hour, was recorded at 4 p.m. for shipment to New York, from whence it was piped to overseas listeners the following day, Tuesday, in 19 languages.

On Wednesday President Truman's "State of the Union" address was picked up off networks, transmitted to New York and piped to English, German and Russian speaking peoples. Translations had been prepared from advance texts of the speech. Transcriptions in other languages were aired later that day and on Thursdays.

Others attending the "Voice" opening included Sen. H. A. Smith (R. N.J.), William Warne, Assistant Secretary of Interior, and Lloyd Lehrbas, director of Office of International Information, under which IBD functions. Robert A. Lovett, Undersecretary of State, was unable to attend.

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`VOICE' STUDIOS Elaborate Penthouse Opened in D. C.

WDTV OPENING

Talent Lined Up for Event

TALENT for the opening night ceremonies of WDTV (TV) Du-
Mont's Pittsburgh television station which begins operations Jan. 11 [BROADCASTING, Dec. 27, 1948], was announced last week by Don-
ad Stewart, general manager.

Participating in the formal opening events will be Mayor David L. Lawrence, Al Hart, WDTV's president, and President Harry S. Truman.

WDTV will operate on Channel 3 (90-06 mc).

CBS-TV SALES

Fitzgerald, McKinnie Join

TWO NEW members have been ap-
pointed to the CBS-TV sales staff, David V. Sutton, sales manager, announced. They are John D. Fitzgerald and Ralph E. McKinnie. Mr. Fitzgerald has been with Compton Advertising Agency, New York, and was CBS special events director from 1935 to 1940, from which post he joined National Assn. of Manufacturers as radio director.

Mr. McKinnie was most recently account executive at DuMont Television Network. Previously, he was national sales manager for WDTV Cincinnati, and was with Paul H. Raymer & Co., New York.
New Andrew MULTI-V FM Antenna gives you greatest power gain per dollar!

...Only $250.00 side-mounted; $435.00 top-mounted

Here is why the new ANDREW Multi-V is your best FM antenna buy.

★ Power Gain of 1.6
★ 10 KW Power Capacity
★ Top or side mounting with equal ease.
★ Weighs only 70 pounds side mounted; 450 pounds top mounted
★ Low initial cost — low maintenance
★ Omnidirectional pattern
★ Factory tuned to required frequency — no further adjustments required
★ Single feed point — single transmission line
★ Built to withstand winds of over 100 MPH
★ Antenna can be completely assembled on ground
★ Insulation resistance of feed line can be tested without climbing tower

WANT THE MOST EFFICIENT LOW-COST FM ANTENNA FOR YOUR STATION? BUY THE ANDREW MULTI-V!

WRITE FOR BULLETIN 86 for complete details today!

Andrew Corporation
362 East 75th Street, Chicago 19

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT
CONSULTING ENGINEERING SERVICE

Eastern Office: 421 Seventh Avenue, New York City
**PROTESTANTS**

**IN A MOVE to revitalize religious radio broadcasts** and "to make a place for religion" in television, the Rev. Everett C. Parker, director since 1944 of the Joint Religious Radio Committee, was appointed director of program and production of the Protestant Radio Commission.

Announcement of Mr. Parker's new post was made last week by Dr. Truman L. Douglass, vice-president of the new commission which began operations last Monday and comprises 16 denominations.

Mr. Parker, with years of experience in professional radio behind him, pointed out in accepting the appointment how television and radio could work for religion.

Only some mass medium of communications can reach the more than 50% of the American people who do not attend church, he said. Local radio stations are the critical field for religious broadcasting, he added and the new commission expects to aid city church councils and other local religious groups to improve the dramatic appeal and quality of religious presentations.

"Television, he said, offers religion a chance to start from scratch in a new field, in which "we must divorce ourselves from all preconceived ideas of conventional methods of presentation of a religious message and experiment with new program formats."

In a special interview, Mr.

**NRDGA AWARDS**

To be offered Wednesday

NATIONAL Retail Dry Goods Assn. awards for outstanding use of radio as a consistent advertising medium will be presented Wednesday by four factors.

Maurice B. Mitchell, NAB director of broadcast advertising, will present the awards at the opening of the Wednesday afternoon sales session of the NRDGA convention, being held Monday through Friday at New York's Hotel Statler. For the first time in several years the convention will not include a radio meeting, an oversight which the organization promises to make good at its midyear convention this summer.

DENNIS JAMES has been appointed television chairman of Sports Division of March of Dimes Campaign for second successive year.

**CBS-TV STAFF Appointments, Promotions Are Announced**

Six new appointments and two promotions in the CBS-TV program staff were announced last week by the network. They included appointments of Walter Hart as producer-director, Richard Linkroum as a director, and Roderick Mitchell, Robert L. Simpson, Herbert Hirshelman and Ben Purdy Productions.

Mr. Magnes as associate directors. John Peyser and Kenneth Redford were promoted from associates to full directors.

Walter Hart has been under contract to MGM for five years as producer-director. He was previously with Paramount Pictures in the same capacity and was scenario editor of Columbia Pictures.

Mr. Linkroum joined CBS in 1937, was transferred to network operations a year later, and switched to WTOP Washington as program manager in 1941.

Mr. Mitchell was formerly program manager of WLBTV in Baltimore, Md., before which he was with the CBS shortwave department as a director for seven years.

Director of radio and motion picture in Canada for Young & Rubicam for the past three and a half years, Mr. Simpson was executive producer and managing director in Canada of ZAI Purdy Pictures from 1940 to 1945. Previously he was with CBS New York.

Herbert Hirshelman has had a varied background in the theatre, films and radio. He was identified in various capacities with many Broadway plays, was story editor for Marathon Pictures, in the story department of RKO Pictures, a script reader for Paramount, and has produced several radio programs.

Mr. Magnes as executive director for West Coast educational project has employed all media of mass communication. In radio, he was with the National Youth Administration radio workshop, CBS Listening Post, Office of War Information and State Dept.

On the CBS-TV staff since May 1948, Mr. Peyser currently directs two of the network's leading programs, and the film sequences on some others, including We, the People, Mr. Redford, who has been an associate director for CBS since March 1948, has supervised N. W. Ayer & Sons, Philadelphia, sports broadcasts, and produced a series of filmed commercials for the Major Bowes television show.

**Pick KPRC and Be FIRST in Sales in this Fabulous New Chemical Empire**

Houston has become the capital of another giant industry! Ninety new chemical plants—a 900 million-dollar industry—have mushroomed in and around the coast of this growing metropolis. Nothing like it is happening anywhere else in the United States.

Wise time buyers will single out the station that delivers the most listeners, at the least cost, in this billion dollar market of the Southwest. That's KPRC, the first in listener sales, pick KPRC...FIRST in listener sales, pick KPRC...FIRST in listener sales.

> KPRC Houston 250 Kilocycles 5,000 Watts

National Representatives: Edward Petry & Company affiliated with RBC and TGM • Jack Harris, Manager

**Broadcasting • Telecasting**

Page 56 • January 10, 1949
Sales Practices
(Continued from page 27)
commendation of the sales practices subcommittee.
A resolution was adopted urging NAB to take steps to encourage collection of sales material and result stories in television. The committee would encourage collection of data on circulation in television on the setting up of uniform rate cards and contracts.
The NAB reorganization program was discussed at the Thursday session but action was put over to Friday.
J. Robert Gulick, WGAL Lancaster, Pa., committee member, and Lee Hart, NAB retail coordinator, discussed retail advertising and the NRDGA radio competition. Results of the contest will be announced this week at the NRDGA convention in New York.
Gordon Gray, WIP Philadelphia, committee member and chairman of the All-Radio Presentation committee, reviewed progress of the promotion project, now operating as a separate organization. The sales group pledged support to the promotion committee's campaign to enlist industry-wide financial support.
Mr. Gray reported the subscription list had passed the 400-station mark. He said the promotion committee expects to review the shooting script at a meeting to be held Friday at BMG headquarters.
Attending the meeting, besides Messrs. Thomas, Gulick and Gray, were Ray Baker, KOMO Seattle; John W. Kennedy, WHAM Rochester; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth; Frank E. Pellegrin, Transit Radio Inc., Chicago. Associate members present were George W. Brett, Katz Agency; Joseph Hershey McGillvra, Joseph Hershey McGillvra Inc.; H. E. Ringgold, Edward Petry & Co. The two board liaison members—Clyde W. Rembert, KRLD Dallas and Harry R. Spence, KXRO Aberdeen, Wash.—were unable to attend. Representing the board were Campbell Arnoux, WATAR Norfolk, Va., and Howard Lane, WJJD Chicago.

Congress PR
Dickson Gets Post
CECIL B. DICKSON, veteran Washington newspaperman, who is well known in radio circles, Jan. 4 was appointed coordinator of legislative information for Congress. The post, which pays $12,000 a year, was created by the 80th Congress.
Mr. Dickson, 50, was born in Paris, Tex. He has worked on Oklahoma, Texas and Washington, D. C. newspapers and UP, AP and INS.

Delaware's Home Owned & Operated Station

WAMS

1,000 WATTS - MUTUAL NETWORK

Wilmington, Delaware

35th LARGEST WHOLESALE MARKET IN THE U.S.A.

DAY and NIGHT

1380 KC

WHY PAY FOR COVERAGE THAT IS Wasted

Buy WAMS

George L. Sutherland, Vice Pres. and General Mgr.
REPRESENTED NATIONALLY BY
WEED & COMPANY

BROADCASTING  Telecasting

January 10, 1949  Page 57
**WRITERS GUILD**

Negotiations in Hollywood

DRAFTING of provisions relating to authors' screen rights in the agreement between Radio Writers Guild for freelance radio scripters and advertising agencies, package producers and sponsors, shifted last week to Hollywood.

After movie rights clauses are reduced to writing, the drafting work will be continued in New York City. The two sides reached oral agreement in December [BROADCASTING Dec. 20]. After formal drafts are completed by drafting committees, copies will be submitted to members on each side for ratification.

---

**BURNSIDE Resigns**

C. J. BURNSIDE, for the past 24 years with Westinghouse radio and electronic activities, has left the company to form an independent consulting service in Baltimore. In announcing the resignation, Westinghouse stated that Mr. Burnside would be retained by the firm as a consultant in this field.

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**PACIFIC FOOTBALL**

WHILE the Pacific Coast Conference was trying to decide its position on television in the fall of '49 last week, the Los Angeles stations were almost unanimous that no price near the $75,000 paid USC-UCLA for 13 games was likely.

Since USC and UCLA were the only schools in a city where television stations were operative at the start of the '48 session, the Pacific Coast Conference granted them special authority to deal for themselves. In 1949 television will be possible in San Francisco and Seattle. This will mean at least three more colleges whose home games may be telescast.

Hence, television was a logical subject at the winter meeting of the Pacific Coast Conference at Palm Springs, Calif., Jan. 3-4-5. Still wary of the medium the western moguls postponed any consideration of 49 television rights until after the National Collegiate Athletic Assn. meeting in San Francisco, Jan. 6-7-8.

Although the western teams did experience a slight dip in attendance this past fall, Los Angeles station executives point out that the drop was occasioned by poor teams in the West's largest city.

They argue that the East which has more television of football and more population to draw upon, expressed an increased in attendance.

On the practical subject of rights in '49, the majority of the television stations in Los Angeles felt that the $75,000 paid to USC-UCLA by KLAC-TV was very much out of line. So much so that they point out that the station had to take a substantial loss calculated at $35,000-$50,000 when time and facilities are added.

However, it was not possible to ascertain whether KLAC-TV was willing to bid as high again this year. Sentiment at Palm Springs had it that the schools in cities with video would probably be allowed to negotiate for themselves.

Radio was also on the minds of the western athletic leaders and here it was considered likely that Tidewater Associated Oil Co would make a strong bid for renewal of its football aural radio rights. This past year, however, the conference very definitely had placed the sponsor on trial as result of dissatisfaction with the quality of play-by-play in '47. Whether the conference leaders were impressed with the '48 job was not mentioned.

---

**KPIX (TV)**

Starts Using NBC Program

KPIX (TV) San Francisco last week activated its interim affiliation with NBC, presenting Photo Demonstrations Playhouse show, "Parlor Story."

The program, kinescope-recorded, is the first network video show to be released in the San Francisco Bay area. It is scheduled as a regular Sunday night feature over KPIX, which has been on the air on Channel 5 (76-82 mc) since Dec. 23.

KPIX carried the East-West football classic in San Francisco New Year's Day under sponsorship of Tidewater Associated Oil Co.

In order that accurate data may be obtained regarding the number of television sets in use in San Francisco and vicinity, dealers there are recording names and addresses of all purchasers of TV receivers.

The Northern California Electrical Bureau and the Pacific Gas & Electric Co. are acting as clearing houses for the information, which will be made available to all TV station operators in the region.

---

**Blizzard Aid**

KFBC, 250 w ABC affiliate in Cheyenne, reported that it devoted all its air time to emergency messages and assistance in locating missing persons when two-day blizzard last week left the Wyoming capital snowbound. Rail and bus transportation in Cheyenne and southwestern Wyoming was at a standstill, KFBC said, with drifts ten feet deep in the city. Station handled scores of requests for food and fuel, according to William C. Grove, KFBC manager.

---

**16MM FILM TV**

Improved by New WE Method

IMPROVED fidelity in sound in the telecasts of 16mm films is possible with a new method of sound-on-film recording announced by the Electrical Research Products Division of Western Electric Co.

Demonstration of the new sound recording was held Thursday at Western Electric's office in New York.

Results obtained are comparable to those achieved by 35mm theatre sound, company officials claimed. They are attained by using variable density recording and omitting the customary negative step in processing. The usual direct current bias for noise reduction is not applied, but instead a high frequency alternating current bias of the order of 24 kc is superimposed on the light valve.

The only equipment required, in addition to recent Western Electric recording machinery, is a simple oscillator to provide the alternating current bias. No change is required in sound projectors on which the film is used.

---

**WICU (TV)**

Issues First Rate Card

RATE CARD No. 1, effective Feb. 1, has been issued by WICU (TV) Erie, Pa. The station is owned and operated by the Dispatch Inc. with Edward Lamb as president and Layman W. Cameron, general manager.

One time rate in the Class A period, 6-11 p.m. weekdays and 12 noon to 11 p.m. Sunday, hourly is $210. Frequency discount for 260 times or more cuts the price to $105 for a Class A hour. Class B time runs $90 an hour and decreases to 65 per hour with the frequency discount.

For one minute or less in Class A the time rate is $22,50, decreasing to $15.75 for 260 or more. Class B time runs for one minute or less runs from $15 down to 9.75.

Rehearsal time of twice the length of the broadcast is available without charge, the card states. Additional time is listed as $25 per hour or fraction thereof.

The station will operate on Channel 12, 204-210 mc, with 3.4 kw video and 1.76 kw aural. National representative is Headley-Reed Co.
**December Additions**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors Corp.</td>
<td>Meet the Stars</td>
<td>ABC</td>
<td>Mon., 8:45 p.m.</td>
<td>Kudner Agency</td>
</tr>
<tr>
<td>Beauty Factors</td>
<td>Your Personal Strike</td>
<td>CBS</td>
<td>Tues., 8:15-9 p.m.</td>
<td>S. &amp; F. McCann</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>Longine Symphonette</td>
<td>ABC</td>
<td>Mon., 2:30 p.m.</td>
<td>Victor Bennett</td>
</tr>
</tbody>
</table>

**December Deletions**

| Clear Water Stores | The Story Teller | ABC | Thurs., 8:55-9 p.m. | Shaw & Scott |
| Schutte Candy, Div. Universal Match Co. | David Harding, Counterpunch | Sun., 3:30-4 p.m. | Procter & Gamble |
| Procter & Gamble | Gang Busters | ABC | Sat., 9-9:30 p.m. | Benton & Bowles |
| Procter & Gamble | What Makes You Tick? | ABC | Mon.-Fri., 5:45-6 p.m. | Procter & Gamble |
| Moonie Lamp Corp. | Smilin' Ed | ABC | Fri., 4:15-4:30 p.m. | William Horst Adler & Co. |
| Consolidated Royal Chemical Co. (Pacific Coast) | Bob Elgin on the Century | ABC | Mon.-Fri., 7:30-7:45 p.m. | Arthur Meyerhoff & Co. |
| General Electric Co. | G. E. House Party | ABC | Mon.-Fri., 3:30-3:45 p.m. | Young & Rubicam |
| Wm. H. Wise Pub. | How to Get More Out of Life | ABC | Mon., 2-2:30 p.m. | Twing Allman Co. |

**RUNYON SERIES**

**MAYFAIR SELLS TO THREE**

THREE additional stations have purchased Mayfair, the Las Vegas, Nev.; KCSJ Pueblo, Colo.; and WGN Chicago, one of the nation's largest radio stations, for the Mayfair Runyon Theatre. Stations include KFI Los Angeles; KGO San Francisco; KGK Spokane, Wash.; and KGA Phoenix, Ariz. The series features well-known personalities and is produced by the Mayfair Runyon Theatre. The series is scheduled for Monday, Wednesday, and Friday evenings at 8 p.m. The program is broadcast over the ABC network.

**Facts on Low Air Express Rates**

Air Express services have been expanded to include additional cities and towns. Rates include pick-up and delivery door to door in all principal towns and cities. Air Express, a service of the Railway Express Agency, is available at any time, any day, to meet your needs.

**Seven new planes completed...at a cost of $4.30!**

New planes can't fly without control cable, and this manufacturer needed some—fast. He got it the same way he regularly gets much supplies and parts—by Air Express. The cable was ordered in a.m., delivered to plant same day, 500 miles, 28 lbs., Air Express charge only $4.30. And plane production continued without a break.

**SCHEDULED AIRLINES OF THE U.S.**

**SPECIFY AIR EXPRESS**

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE

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BROADCASTING

BMB
(Continued from page 21)

(Continued from page 21)

about BMB. Among those said to have discussed the crisis were Frederic R. Gamble, AAA president, and Paul West, ANA president.

The NAB officials are understood to have conferred with Mr. Felts, who has been a target for BMB criticism along with John Churchill, director of research.

Three Courses

Three courses were suggested during last week's discussion:

1. Scrap the whole thing now.
2. Go ahead with the March survey (for which much of the planning is complete) and then wind up BMB.
3. Put off the survey until 1960 and do a careful and complete reorganization job.

Judging by some of the comments, the third course has a good chance of favorable action at Tuesday's meeting. The executive committee, it is understood, would not take any final action but would re- nounce the whole crisis and report to the BMB board, with the separate NAB, ANA and AAAA boards possibly taking final action.

The idea of moving NAB's board meeting to New York would give the directors a chance to confer with all parties involved in the tri-partite project. A claim has been made by critics of BMB that the NAB board in November whipped up a violent set of suggestions for BMB's guidance but that the ideas were rejected on reconsideration and two emissaries sent to later BMB committee and board meetings with instructions to lay the facts on the table.

BMB officials have argued that the NAB delegates presented a series of technical suggestions and that all of them were accepted and steps taken to put them into operation.

Feltis Asaferu Article

Statements in the article "BMB on Carpent," in the Jan. 3 BROADCASTING contain a number of errors of fact, according to Hugh Feltis, BMB president. The article summarized views of broadcasters who are critical of BMB. Excerpts from Mr. Feltis' reply to specific points follow:

1. A weak spot in BMB would be revealed if the bureau would open its books to show the list of paying subscribers.

"BMB's list of paying subscribers is not only open, it is publicized. The summer issue of the BMB Quarterly, distributed to all U. S. stations, listed every subscriber as of June 30, 1948, the end of the fiscal year. On Dec. 14 and 29 we issued press releases listing the additional subscribers since July 1."

2. . . . Pressures have been applied to encourage stations to join (BMB).

"All selling may be regarded as a form of pressure and we have tried to sell subscriptions. Our efforts have been directed and approved by the board of directors and BMB committees, on which broadcasters are represented. At its November meeting the NAB board itself recommended that NAB undertake a sales and promotional campaign to enlist 1,000 subscribers."

3. How much money has been received to date?

"BMB's receipts are no secret. In September 1947 every subscriber received a financial report. An itemized financial statement showing receipts and expenditures is submitted to the finance and executive committees, which include four broadcaster representatives. Judge Miller, president of NAB, is a member of our executive committee."

4. What has been done with the money, including expense accounts, travel, entertainment, personnel salaries?

"All these and many other expenditures are enumerated in the monthly financial statements submitted to the finance and executive committees."

5. What stations were paying members as of Dec. 31, 1948?

"The published lists. . . . were paying subscribers with the exception of 36 stations, which have resigned."

6. What is the status of the BMB tax case? What attorneys have been hired? How much have they been paid?

"The employment of Root, Bal- lantine, Haring, Busby & Palmer as tax counsel was publicized and sent direct to every U. S. radio station, the NAB board and NAB officials; also to AAAA and ANA. Previously the bureau's tax matters had been handled first by NAB's own tax counsel, Alvord & Alvord and then by BMB's general counsel, John Griffin. The status of the tax case, monthly financial statements payments to tax counsel are matters of record, known to our finance and executive committees."

7. Is BMB actually diverting millions of national advertising dollars to other media?

"All our evidence is to the effect that BMB has increased the use of radio. Many instances can be cited."•

8. . . . (NAB members) resent the BMB board's implication that all association members should subscribe.

"BMB believes that all broadcasters, NAB members as well as others, should subscribe to BMB, not because they are NAB members, but for the value of BMB to them as broadcasters."

9. . . . Persistent refusal to heed individual complaints by stations.

"BMB admitted it had not always been given as prompt attention to complaints as might have been desired, but all have been handled sooner or later. Our actions must be in accordance with policies established by our committees and the board."

10. (BMB) revamped figures after insufficient pressure was brought to bear a careful re-check.

"BMB did not change any of its figures for any station. Our figures represent what listeners told us. We do recognize that the figures call for interpretation in the light of signal availability and have created an engineering advisory committee to study the problem."

11. . . . Once-a-week (minimum) listening (requirement) enabled stations to claim audiences in vast areas where they actually have few or no regular listeners.

"It was the stations (not the advertisers or agencies) who insisted on a once-a-week minimum. Many feared that their claimed audience areas would be reduced if a greater frequency minimum were used."

12. . . . Exaggerated audience claims made possible by the once-a-week -minimum standards are credited with inducing agencies and advertisers to buy fewer stations than they need to reach desired audiences, leading to the diversion of millions of dollars to other media.

"Advertisers and agencies recognized the thinness of once-a-week from the start. That is why many of them use cut-off points of 50% or 25% penetration in considering stations. Average daily audience in study No. 2 will provide data on more frequent listening. BMB makes possible the more effective and efficient use of radio."

"BMB critics are still seeking over the battery of agency executive thrusts at them by Hugh

WHBO . 56

First on your radio

Your Mutual Station

in Memphis, Tenn.

Contracts made NOW at present rates receive full year's protection

Represented by THE WALKER COMPANY

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FITZGIBBONS PLAN
Under TBA Scrutiny

PROPOSAL of an industry-wide tax on video receiver manufacturers will be a major topic of discussion by the board of Television Broadcasters Assn. at its next meeting, to be held Jan. 18 in New York. Proceeds from the tax, proposed by L. O. Fitzgibbons, commercial manager of WOC Davenport, Iowa, would be spent for set advertising via television programs (Broadcasting, Jan. 3).

TBA has circulated the proposal to its manufacturer members asking for their opinions of the plan to aid the board in its considerations. Meeting will also discuss the Detroit ban on video ownership for residents of low-cost public housing projects (Broadcasting, Jan. 3) and whether or not it is a proper matter for TBA action.

FILM INSERTS
KFI-TV Plans Use

PRACTICE of inserting commercials in feature length pictures telecast by KFI-TV Los Angeles was announced last week by William B. Ryan, general manager.

Films are stopped or cut at breaks, Mr. Ryan explained, thereby permitting smooth insertion of the commercial. First buyer of this idea is Victory Packing Co., Los Angeles pet food manufacturer, through J. C. Stevens Co., Hollywood advertising agency.

Feltis at NAB district meetings.

"Advertiser and agency executives of the calibre that appeared at these meetings do not permit themselves to be thrown at people. Nor do the NAB district directors. KFI was invited to participate at each district meeting."

14. More subtle pressures are applied, with BMB using NAB membership as a weapon to induce subscribing.

"BMB has no weapon. Some subscribers want their fellow NAB members to subscribe in order to reduce the cost to themselves and to make the BMB reports more complete, thus more valuable to time-buyers, thus more valuable to subscribers."

"The letter from Joseph Allen of Bristol-Myers, in presented as though it had been inspired by BMB. Had the critics queried Mr. Allen they would have found that this is not the case. He is not the kind of a man who would permit himself to be used as a tool by BMB or any other organization. BMB did not inspire or suggest the letter."

"Mr. Allen has informed me that Bristol-Myers, as an advertiser, feels justified in asking any medium for information which it feels it needs."

15. Desire for a complete BMB audit.

"BMB's books are audited annually by Ernst & Ernst. Copies of the complete audit are sent to all members of the finance and executive committees. A condensed report of examination, prepared by Ernst & Ernst, is sent to and is reviewed by the board."

"A recent BMB brochure is a costly promotion piece rather than a reference document."

"We have received scores of requests for additional copies and many comments on the booklet. Only one broadcaster has commented adversely. Many commented favorably. The manner of presentation was unanimously approved by the Users Service Committee."

"Above and beyond the individual points," Mr. Feltis said, "it should be borne in mind that as a cooperative association BMB acts only by instruction from or with the advice of its board and committees. And the BMB board members are elected by the three member associations, NAB, AAAA and ANA."

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Coaxial Opening
(Continued from page 50)
to be aired on NBC-TV, Thursday, 10:10:30 p.m.

CBS did not have the list of programs which were going to be put on the cable for simultaneous broadcasting in the East and Midwest continued by the week end, but had tentatively scheduled: 
Teat of the Town (Emerson Radio Corp.), Sunday, 9-10 p.m., on alternate weeks (when NBC's Philco Playhouse is not utilizing the cable); Arthur Godfrey and His Friends (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.; The Goldbergs, Friday, 8-8:30 p.m.; and two Monday through Friday programs, Lucky Pup, 6:30-6:45 p.m., and News with Doug Edwards, 7:30-7:45 p.m.

DuMont network programs to be fed over the cable covering East and Midwest networks will include: Original Amateur Hour, Sunday, 7-8 p.m. (P. Leland Co.); Small Fry, Monday through Friday, 6-6:30 p.m. (co); Russ Hodges, 6:45-7 p.m.; DuMont Show, Tuesday, Thursday, 9-9:30 p.m. (Allen B. DuMont Labs); Friday Night Frolic, Friday, 8-9 p.m. (Admiral Radio Co.).

ABC line-up of video programs to be fed to the Midwest via the cable includes: Singing Lady, Sunday, 6:30-7 p.m. (Kellogg Co.); Hollywood Screen Test, Sunday, 8-8:30 p.m., and Actors' Studio, Sunday, 8-9 p.m., on alternate weeks; Gay Nineties Revue, Tuesday, 9:30-10 p.m.; Club Seven, Thursday, 10-10:30 p.m.; Quiz the News, Thursdays, 10-10:30 p.m.; Earl Wrighton Show, Friday, 9:30-9:45 p.m.; Critics at Large, Saturday, 9-9:30 p.m.

Statement by F. M. Flynn, president of WPIX New York: "WPIX, the New York News television station, has advised the AT&T Co. that it is withdrawing all requests for time on the western coaxial cable for the first quarter of 1949. "Our decision to abandon, at present, any plan to feed programs to WGN-TV and other stations on the western coaxial cable was made only after careful consideration of all factors. "The time which was made available to WPIX falls far short of that which would be necessary to develop a rounded service to other stations. The time made available conflicts in several instances with WPIX local sports coverage which we wish to carry for our New York audience. "The AT&T Co. have been most considerate of our requests but the small amount of usable time made available calls for a minimum line charge far in excess of the value of the actual usable time. "WPIX, as we have frequently stated, is primarily a local station. We are determined to concentrate on serving a New York audience, and until coaxial cable time is available which will fit into our program plans, we will forego service to other stations. It is our belief that the restricted amount of time now available is worth the time and money necessary to develop programs for other stations. At a later date we are confident that there will be ample time available for the needs of all stations."

GALA PLANS FOR COAX START

A PARADE of network stars and industry officials will be brought to New York television homes than even before in history in one telecast at the pooled "Golden Spike" broadcast ceremonies signaling the opening of the Bell System's East and Midwest coaxial cable tomorrow.

The program will be telecast to 14 cities over 32 stations and will be on the air from 9:30 to 11 p.m. It will be presented with split-second timing, with the first 10 minutes formal ceremonies and the next 60 minutes top network stars.

It will open with a roll-call of cities participating. A montage film of the cities joined will be shown. They are: New York, Philadelphia, Baltimore, Washington, Richmond, Boston, Pittsburgh, Chicago, St. Louis, Milwaukee, Toledo, Detroit, Cleveland, and Buffalo.

Tom Shirley, Bell System announcer, will speak briefly on the new cable and then the program will swing to Washington, D.C., where Wayne Coy, FCC chairman, will speak for two minutes from the Wardman Park Hotel. He will be followed by a ten-minute film from New York, "The Story of AT&T's Network Television," a production of AT&T's Long Lines Division, especially made for the event.

Leroy A. Wilson, president of AT&T, in a one-minute talk will then officially turn over the coaxial facilities to the networks, and the presidents of the four participating networks will respond, each taking one and a half minutes in this order: Allen B. DuMont, WABD and DuMont Labs; Niles Trammell, NBC; Frank Stanton, CBS, and Mark Marsh, ABC. Then will be followed by one and a half minute greetings by Mayor William O'Dwyer of New York and Martin Kennelly of Chicago, speaking from the respective terminals of the cable.

At 10 o'clock the entertainment segment of the inaugural will start. CBS leading off, for which Charles Godfrey, who will be supported by singers Janette Davis and Bill Lawrence and the Archie Bleyer Orchestra. Puppeteers and Doug Edwards will round out the 15-minute CBS segment.

DuMont's quarter-hour period will follow, with Ted Steele, vocalist, leading his 16-piece orchestra.

NBC will take the third quarter-hour period, presenting Milton Berle, who has received the highest ratings in television or radio. He will be assisted by other members of the Texaco Star Theatre troupe.

ABC will swing to Chicago for its entertainment presentation bringing to audiences the hearings, "McNaughton's Dam," Stand by for Crime.

Before the dramatization, Marc Connolly, narrator of ABC's Actors' Studio, will speak from New York, introducing the Chicago show to eastern viewers.

Chicago Plans

No special parties of Chicago televisioners have been planned for Tuesday night, but preparations are under way by the Chicago Radio Management Club for a turnout of 400 at a special luncheon Wednesday noon in the Red Lion located in the Palmer House when NBC-TV will salute the club from New York and Washington. Special guests will be NBC's Charles R. Denny, executive vice president, and Robert Smith, television director.

The program, 1:30-2 p.m. CST, will feature outdoor camera views of Rockefeller Center, St. Patrick's Cathedral, and other famous New York buildings as well as man-on-the-street interviews by announcer Ben Grauer. From Washington, views of the Capitol and interviews with Illinois Congressmen will be presented.

Without fanfare, WNBN, key Midwest outlet for NBC television, will convert from its experimental operations of the past three months to a full-time commercial basis Wednesday. In addition to WNBN and WENR-TV (ABC), the only other Chicago station whose viewers will benefit from the joined cables is WGN-TV, the Chicago Tribune station.

WABD (TV) PROMOTES

Passman, Rayel Named

CHANGES in title and function of two staff members of WABD (TV) New York were announced last week by Leonard Hola, general manager of the DuMont television key station.

Roy Passman becomes WABD operations manager and Jack Rayel becomes daytime program manager.

Mr. Passman, formerly of CBS and the Washington office of the Cowles Broadcasting Co., is responsible for the organization and distribution of program and operations schedules and will assist Mr. Hola in the administration of all station operations.

Mr. Rayel is directly responsible for the presentation of all programs aired from 7 a.m. to 6 p.m., Mon.-Fri., reporting to Tony Kramer, WABD's program manager. He joined DuMont in May 1946, and in July became assistant to James Caddigan, director of programming for the DuMont network, who has released Mr. Rayel for his new assignment.

JAMIESON

Promoted at DuMont

ROBERT JAMIESON, operations manager of WABD New York, DuMont television network's key outlet, has been promoted to network traffic manager. The appointment, announced last week by Lawrence Bilsky, director of the network, is effective immediately.

Mr. Jamieson will be in charge of ordering all network facilities, routing traffic to DuMont's affiliated, and owned-and-operated stations, and will keep network stations advised of future traffic commitments.
Recind Revocation Says Walker

COMR. PAUL A. WALKER ruled last week that FCC should "re-voke" its order approving the permit for WTVJ (TV) Miami and should approve the proposed transfer of the station to Wolfson-Meyer Theatre Enterprises [BROADCASTING, Aug. 2].

His ruling came in an initial de-
cision which is subject to approval of the Commission. Comr. Walker presided in the hearing on both the revocation and transfer questions in late October [BROADCASTING, Nov. 1].

The Commission's original re-
vocation order, held up pending a 
hearing and final decision, was based on alleged concealment and misrepresentation of ownership and financial affairs. At that time FFC charged that Robert J. Venn, an 11-year veteran of broadcasting who was listed as president and 66% owner of the company, had relinquished control to Wolfson-Meyer Theatre Enterprises (Wometco).

The basis of the hearing, Comr. Walker concluded that

MCCAP

TV Negotiating to Start NEGOTIATIONS with ASCAP for the first time in its history, WOMETCO, Inc., Miami and ASCAP has secured video license rights from the required 80% of both writers and publishers (figured on a royalty basis) and so is in position to begin negotiations with the telecasters.

Definitions of terms used in the rights given ASCAP by its members—costume, scenery and the like—are the first order of business, Mr. Myers said.

The extension of the ASCAP contracts with sound broadcasters through 1959 [BROADCASTING, Jan. 3] does not cover television, which is to be separately licensed.

"Neither Wometco nor Venn acted prudently in this matter," but that "he didn't regard the evidence as requiring affirmation of the revocation order. Further, he said, Wometco is qualified to become owner of WTVJ. The station had been slated to go on the air within a short time when the revocation order was issued.

The WTVJ permits, Southern Radio & Television Equipment Co., originally was owned 66% by Mr. Venn; 32% by Edward N. Claghton, and 2% by Edward J. Nelson, attorney. Later Mr. Claghton decided to withdraw. Comr. Walker found three basic questions to be answered:

1. Did it become misrepresentation when Southern Radio failed to open a bank account and deposit Mr. Claghton's checks as represented in the application?

2. When Mr. Claghton indicated his desire to withdraw from the company, was there a later change in control which should have been reported to the Commission?

3. Did Southern Radio actually relinquish control to Wometco at any time?

The first question was answered "no" by Comr. Walker. He said the Southern Radio application had filed in good faith and that "the fact that later events brought about changes in fiscal plans does not render deceitful or intentionally misleading those plans first contemplated."

To the second question, the Commission replied that the "changed circumstances" should have been reported. But he found no evidence of deliberate concealment and said he did not consider Southern Radio to be "so remiss" as to warrant revocation.

Close Relationship

As to the third question Mr. Walker said "the relationship of Southern Radio and Wometco was closer than that which ordinarily exists between lender and borrower or a proposed transferor and transferee." But he did not want to believe that there was any actual transfer of control to Wometco.

The application for transfer to Wometco was filed last April. The transfer is to be accomplished by simple stock subscription. Wometco promised to sell 2,000 shares of Class A $9.50 par common stock while the 333 shares of Class B $1 par common stock are to be held by Mr. Venn; Mitchell Wolfson, president of Wometco, and Mrs. Wolfson; and Sidney Meyer, Wometco vice president, and Mrs. Meyer.

Mr. Wolfson, a stockholder of Wometco (as Wometco must lend $200 per share to the corporation, repayable after 20 years with no interest payable during the first three years.

Wometco owns and operates a number of motion picture theatres and affiliated enterprises in the greater Miami area and also owns 20% of WMIE Miami, of which Mr. Venn has been general manager.

AGENCY EXECs

N-E Names 8 to Ownership NEWELL-EMMETT Co., New York, promoted eight executives into ownership of the company Jan. 1 in recognition of "long and effective" service.

They are: James F. Kiley, controller, who has been with the agency since 1919; Edward F. Molony, art department manager, who also joined the agency in 1919; G. Everett Hoyt, executive, associated since 1929; Gerald W. Tasker, research director, with the company since 1926; Russell K. Jones, executive since 1928; Robert R. Newell, copy department manager, who joined in 1938; Earl H. Ellis, executive, with the firm since 1928, and Newman F. McEvoy, media department manager, with the agency since 1928.

Mr. McEvoy has handled time-buying for a variety of active advertisers. In 1949, Account included Liggett & Myers (Chesterfield) and Pepsi Cola, for which he was chief timebuyer. He is credited with putting that company's famous 15-second jingle on a number of U.S. stations. In January 1947 he was named president of Media Men's Assn., New York.

The advertising agency has been broadening the base of its ownership from within the organization since its establishment in 1919.

SR Talks TV Rights

MEMBERS of the Society of Autor Representatives, composed of literary and dramatist agents, met last Wednesday afternoon to discuss and swap information on the various aspects of television rights for the properties they represent. The meeting resolved to take the matter up with the Dramatists Guild the latter part of next week.

subscribe now!

If you are a BROADCASTING subscriber on February 28, you will receive as part of your subscription the 1949 Yearbook free. It's your constant reference for all radio—AM, FM, TV all year round.

1949 YEARBOOK

... all for $7

1949 YEARBOOK FEATURES

• complete analysis of 1948 radio advertising; AM, FM, TV directory, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

MAIL COUPON TODAY!

NAME:_________________________
ADDRESS:_____________________
CITY:_________________________
STATE:_________________________
ZIP:_________________________

SUBSCRIBE NOW!

MAIL COUPON TODAY!
Skouras, Smith, Jett, Hubbell Speak

"TELEVISION, with the aid of motion pictures and radio, will reach the heights of success and prosperity and service to mankind," Spyros Skouras, president, 20th Century-Fox Film Corp., told the Dec. 30 meeting of the Radio Executives Club of New York (Broadcasting, Jan. 3).

"We are dealing with no nidget marvel of the moment," Mr. Skouras declared. "We have on our hands a mighty giant and until it is fully grown and developed it will plague us and upset us and give us many headaches." But when the developmental period is over, he predicted that "the zenith in entertainment will be reached."

Impact Will Be Felt
Pointing out that "there is no question that the motion picture industry and radio will feel the impact of this growth of television and that there will be an adjustment period," Mr. Skouras continued: "I see no basis whatsoever for those who cry panic and darkly predict that it will mean the eventual destruction of the motion picture industry and so.

"On the contrary, in my opinion, television will give to the motion picture industry its greatest impetus since the advent of sound."

He foresees "a whole new technique, a whole new world of achievement, an entirely changed setting and a vastly larger audience. When between 50 and 100 million television sets will be in use in homes and television theatres will be in common use, then the motion picture, radio and television will be one."

Mr. Skouras envisaged chains of 3,000 or more theatres receiving simultaneously "the finest in motion pictures, operas, plays, sports along with current events of greatest import" and reproducing them by large-screen television for millions of theatre patrons across the land.

These wire transmitted programs, two or three hours long unlike radio's half-hour units, will be shown for a week on the same hookup, three times a day, he predicted. He warned, however, that if "some gadget should come along which would permit a toll for entertainment in homes, that might change the whole form of this entertainment."

Carlton D. Smith, NBC director of television operations, cited video's "overwhelming acceptance by viewers and advertisers alike" — the best indication of it's "coming of age during 1948."

TV programs, he said, "have garnered fantastically high ratings and the advertising impact is terrific," such as the Texaco Star Theatre's regular ratings of 80 and sponsor identification in the 90's.

Lesavoy, Barnes Wed

HOWARD G. BARNES, radio and television director of Dowland Inc., New York, is to be married to Joan Lesavoy, on Sunday, Jan. 9, at the St. Regis hotel in New York.

At the REC seminar (1 to r) are Messrs. Hubbell, Jett, Pryor and Skouras.

Many New to TV

Pointing to NBC's current 30 TV network advertisers as compared to the 9 it had a year ago, Mr. Smith said: "At NBC, we have been particularly pleased with the fact that many of the advertisers, now buying the network, are new to television."

"Of the hours per week sold on the NBC television network, more than 60% has been bought by advertisers who are not currently using NBC's sound broadcasting facilities. The remaining 40% of the commercial schedule has been purchased by current NBC advertisers, but with new money, not from their NBC sound appropriation."

"For the first time, since before the war," he continued, "we are entering a period of intense competition for the consumer's dollar and the backlog of consumer demand is beginning to evaporate."

"The television manufacturing industry itself, will do much to create new demand and will undoubtedly give employment to hundreds of thousands."

"More important, perhaps, may be television's contribution to the economy of the nation, for its very existence will stimulate the movement of billions of dollars worth of merchandise and services."

"Television will create new advertising money by speeding up the movement of goods from the manufacturer to the consumer and will be an invaluable aid in improving the efficiency of the distribution machinery of the nation."

"Television in 1949, and in the years to come, will offer an unequalled opportunity for large and small advertisers, alike. It is a new opportunity in a new medium."

A Challenge

Richard W. Hubbell, head of Richard W. Hubbell & Assoc., television management consultants, declared that with the influx of new money into television "the dominance of the standard radio broadcaster in television is being challenged."

"Some of the most impressive new television projects," he said, "have been organized by men who have made their millions in the oil business, in the cattle business, in the hotel business, in motion picture distribution, in show business, in publishing and diversified manufacturing enterprises."

"The influx of new money typified by these people," Mr. Hubbell predicted, "will bring about an ownership and management revolution in the broadcasting industry in the next 18 months to two years. . . . But television cannot be considered solely as a challenge to the status quo."

"Within the next decade television will not only create a number of new millionaires but will also become a prime mover of the economy. Television will pave the way for the development and marketing of new consumer goods, electronic and otherwise, which may run to as much as an additional $2 billion annually."

Discussing the present freeze on applications for TV stations and the problems confronting attempts to add UHF channels to the present VHF frequencies for TV operation, Mr. Hubbell said:

"FCC policy respecting opening of the UHF channels for more television stations should be resolved before next summer, but only preliminary steps can be taken by industry to get going on them. A few more experimental transmitters may go on the air, but the number of UHF receivers next year will be infinitesimal."

Favored Positions

"The simple fact is the occupants of the 2 VHF channels (numbers 2 through 13) are in favored positions. These channels are to television what the clear channels and the better placed regional channels are to AM radio."

"Late comers using UHF channels in areas already served by Channel 2 through 13 stations will have the same commercial obstacles to overcome that local and daytime AM stations, and nearly all FM stations, have had to meet."

E. K. Jett, vice president and director of radio for the Baltimore Sunpapers (WMAR-TV), predicted there will be at least 85,000 TV, and more than 100,000 FM receivers in the Baltimore area by the end of 1949. This means that there will be about one receiver in every three or four families. What will this do to AM broadcasting?"

In answering this question, the former FCC commissioner quoted a statement by FCC Chairman Wayne Coy in which Mr. Coy said that "a broadcaster who buries his head in the sand and who doesn't think that television is going to take a large portion of his audience and a large portion of the advertising dollars is just deluding himself."

Citing the tremendous growth of the television industry, Mr. Jett referred to a recent Dept. of Commerce report that the greatest growth in a year of any American
industry was chalked up by the manufacturers of television receivers. "At the very bottom of the graph," Mr. Jett continued, "was a bar for radio production. One of the reports ... maintained that the demand for video sets was 1,000% greater than for the AM receivers."

A lot of people want to know why the Sunpapers dropped its construction permit to build a new AM station, Mr. Jett stated. "Let me say at the outset that we do not think AM is a dead duck ..." however, "... this is not a good time to create a ninth AM facility in the Baltimore area.

"... While we were looking for a new AM transmitting site," Mr. Jett said, "... the FCC released one of its full economics reports. ... Maryland and Delaware were combined in one table which showed that in 1948 the total AM revenue of all stations was $4,249,535 and total broadcast expenses were $2,764,899. Average broadcast income from the 11 stations then on the air was $194,598. This caused us to wonder what the average income might be if the 53 stations now authorized, including three television stations, were placed in operation in these two states ..."

"We gave back our AM construction permit," Mr. Jett concluded, "because ... we preferred to concentrate on TV and FM and not establish a third facility at this particular time."

NAB ELECTIONS
Board Ballots Mailed Today

BALLOTS for nominations to fill 16 vacancies on the NAB board will be mailed today to member stations by Ernst & Ernst, New York accountants. The eight directors-at-large are to be nominated along with directors for eight of the nine odd-numbered districts. NAB districts elect directors in odd and even-numbered years for two-year terms.

District 19 (Ill., Wis. in part) last August reelected Charles C. Caley, WMBD Peoria, Ill., at the district meeting after mail nominations.

HOME OF Camel Cigarettes
WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company, ... one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

C. S. FRENCH Joins Transit Radio
CARLIN & FRENCH resigned his position as general manager of radio for Lorenzen and Thompson, Chicago, on Dec. 31 to accept an appointment to the national advertising sales staff of Transit Radio, Richard C. Crisler, WAIR's executive vice president, announced.

Mr. French, who joined the representative firm in 1947, will enter Transit Radio's Chicago office at 35 E. Wacker Drive today (Jan. 10) to assist Frank E. Pellegrin, national advertising sales manager. As national advertising representative, Mr. French will also serve as consultant to FM stations conducting negotiations with his firm.

For ten years he was owner-operator of WTMV East St. Louis, Ill., and is presently a partner in WATO Oak Ridge, Tenn., and a stockholder in KXEO Mexico, Miss.

FCC Revamping
(Continued from page 21)

man, objected to the use of only two divisions, and to the limitations on the activities of the chairman, who he felt would become a "ceremonial figurehead" under the bill.

At that time Mr. Denny said the Commission was considering a three-division system with four members on each division and the chairman sitting on all three as a "connecting link" [BROADCASTING, June 23, 1947].

A draft order which would have accomplished the general objectives outlined by Mr. Denny was subsequently presented by the Commission to Sen. Wallace H. White Jr. (R-Me.), then chairman of the Senate Interstate & Foreign Commerce Committee and author of the White Bill [BROADCASTING, July 21].

The FCC never put this order into effect, however, and after Mr. Denny's departure from the Commission at the end of October 1947 the plan was put aside temporarily.

A revised version of the White Bill in 1948 provided for enlargement of the Commission to nine members and separation into three three-man divisions. But within a short time this was changed again to provide for continuation of a seven-man Commission and to provide for only two panels: One for broadcast matters and one for common carriers and safety and special services. The White Bill, although ultimately reported out of Committee, died with the expiration of the 80th Congress.

'WJR DECISION' FCC Asks SCOTUS For Reversal
DECLARING that administrative agencies otherwise will be saddled with "a serious burden," FCC last week asked the Supreme Court to review the now-famed "WJR decision" of the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Oct, 11].

THE WJR decision held that the Commission must accord a hearing to any station which claims it would be harmed by the grant of a pending application—even if the alleged "harm" is interference outside the station's normally protected contour.

The decision upheld WJR. Detroit's appeal from a grant issued for a new daytime station in Tarry- boro, N. C., on WJR's 760 kc clear-channel.

FCC filed its request for Supreme Court review through Solicitor General Philip B. Perlman. The Court may grant or deny the petition, as it wishes. But in government circles it was believed that a review may be granted.

FCC contends the effect of the ruling would extend also to the courts.

It would, the petition asserted, "substantially limit the manner in which administrative agencies and courts may carry on their functions without conflict with the Due Process Clause of the Fifth Amendment."

The petition, signed by Solicitor General Perlman and FCC General Counsel Benedict P. Cottone, argued:

The effect of the decision... to create a rigorous and universally applicable requirement that the FCC and other administrative agencies afford each and every petitioner before them oral argument on questions of law raised by their petitions, even though the pleadings neither state facts nor raise any substantial questions of law which, even when viewed in the most favorable light, would make favorable oral argument appropriate...

"... to afford administrative agencies and courts no leeway or discretion whatever to make summary disposition of pleadings that are insubstantial or frivolous would impose a serious burden on the administration of judicial and quasi-judicial agencies. The large volume of business processed by the tribunals requires that certain pleadings be handled without the formality of oral argument."

The lower court was split 3-to-2 on the question of whether a hearing is required every time. Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Miller held that a hearing of some sort is necessary whenever there is a claim of damage, while Justices E. Barrett Prettyman and Henry J. Edgerton dissented on grounds that the Commission should be allowed to decide for itself whether allegations are sufficient to warrant hearing.

An Excerpt from a letter to Cleveland's Chief Station

PHILCO CORPORATION

Mr. Frank Emmer, Director
Sales and Sales Promotion
Station WAIR
Cleveland, Ohio

This note is in appreciation of the fine cooperation that we of Philco received from you and the staff of WJR in carrying out the details of the Don McNeil for President promotion in New Philadelphia.

C. S. FRENCH, Director

August 26, 1948

BILL O'NEILL, President

CLEVELAND

Represented Nationally by Headley-Keed Company

January 10, 1949 • Page 65
Chief Benefits to Industry In 'Higher' Bands

**NBS CLOCK**

The chief benefits which television and radio will receive from the National Bureau of Standards' new super-accurate atomic clock [Broadcasting, Jan. 3] probably will be in the "higher" frequencies, above 1,000 mc, NBS officials indicated last week.

It can be used as a frequency control at upper ranges where quartz crystals have been known to lose their effectiveness. Thus, by the exactness of its control, it will permit narrower guard bands and consequent more efficient use of the spectrum than would be possible otherwise.

Frequencies in this range, NBS noted, are used by television relays, radar, and microwave equipment in general.

Observers, after the first demonstration last Thursday, were inclined to doubt that the clock would fulfill all the hopes engendered by the Bureau's early announcement that the development "will permit mobile radio and television stations in the now over-crowded radio spectrum."

Has Limitations

NBS spokesmen doubted that the clock would be of particular value to broadcasters in the spectrum range where quartz crystals effectively control frequencies.

However, there was growing belief that, by providing more exact control than do the quartz crystals, the clock could permit synchronization of co-channel television stations without use of wire-lines [Broadcasting, Jan. 3], thus reducing interference perhaps less cost. Standards Bureau officials estimated the atomic clock could be built commercially for "a few thousand dollars."

RESUMES 50 kw

**KRLD Using Temporary Unit**

KRLD, 50 kw CBS outlet for Dallas and Fort Worth which has been operating with 10 kw since its transmitter towers collapsed last month, was due to be back the full power daytime about Jan. 13, using a temporary 300-foot replacement unit. Damage was estimated at about $70,000.

First sections of the temporary tower from Blow-Knox, Pittsburgh, arrived in Dallas Jan. 3. Two 475-foot permanent replacements are being built by the same company for KRLD, with delivery expected about mid-March.

In the meantime, KRLD will use 10 kw nighttime, while KRLD-FM (essentially duplication of AM programs) will be off the air. Since the accident, an emergency antenna has been strung between two 50-foot telephone poles.

JETT TO SPEAK

At CBS TV Clinic Opening

Facilities and programming necessary for a well-rounded television service in a metropolitan area will be outlined by E. K. Jett, vice president and director of Baltimore vice president (1%) his wife, Helen Me Barmhart, 10.1%; Zack L. Roberts, vice president 9.7%; E. Ray King, vice president-chairman 11.4%; and Ray Hull, editor of paper, director 5.14%. There are four other stockholders.

WGST Greenville, N. C., assignment of WGST from J. W. White, Greenville Broadcasting Co. to Carolina Broadcasting System for $50,000. Mr. White wishes to retire from radio because of failing health, he told FCC. Carolina Broadcasting is permitter of new AM station there 1270 kc, 1 kw, day, and would drop that permit if transfer is approved. Firm would seek to improve assignment of WGST. Carolina Broadcasting is headed by Earl Westbrook, president, and 29.95% owner. WGST is assigned 1199 kc, 250 w, full-time.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us the friend.
UNSTOPPABLE

Wilmot Citens TV Demand

TELEVISION "has taken hold of the public" and nothing is going to stop the demand for it. Investors represent the initial force to satisfy that demand—and where there is demand and investors there are profits.

These were among the opinions expressed by Raymond M. Wilmot, president of Raymond M. Wilmot Inc., consulting engineers in radio and electronics, Washington, D.C., in a talk before the New York Society of Security Analysts Jan. 5 in New York.

After reviewing current engineering and technical problems in television, Mr. Wilmot pointed out that there is "little hope" of providing nation-wide video service comparable to AM service with TV limited to its present 12 channels.

Continuance of this limitation is not likely, he said. "In fact," he added, "there are very good prospects that good service will become possible in the still unopened ultra-high frequency band where over 60 channels are waiting to be used."

"Only officially proposed system to open up this band that seems economical," said Mr. Wilmot, "is Polycasting—a method of using a lot of low-powered stations instead of a single large one." Commenting that the system still has to be proven in actual installation, he said it has an important advantage with respect to amount of capital required. The service signal provided can be designed to fit the shape of the area to be served, and increased service area is obtained by adding stations in the new areas to be opened.

Case re-elected

NELSON CASE, who ran unopposed for re-election as president of AFRA's New York local, received 532 votes, highest of all candidates. Also elected and their titles: Vice presidents—Karl Swenson 437, Ben Grauer 434, Virginia Payne 237, Kenneth Banghart 312, and Chuck Goldstein 399; Treasurer—Dan Seymour 381; Recording Secretary—Ted Osborn 366.

MERGER

CONSIDERABLE resistance against the proposed merger of talent unions has been forming in the American Guild of Variety Artists, it was learned last week.

AGVA was invited to become a party to the blending of Actors Equity, Chorus Equity, American Guild of Musical Artists and of the American Federation of Radio Artists last month [Broadcasting, Dec. 20, 1948]. All are members of the parent Associated Actors and Artists of America, Washington, D.C., in a talk before the New York Society of Security Analysts Jan. 5 in New York.

The invitation to AGVA, although made known in the press somewhat in midmonth, actually was not received at the AGVA office in New York until the end of the month, it was said.

AGVA's national board will have to decide what to do about the invitation. Since there is no meeting of the boards scheduled, the whole matter of accepting or rejecting the invitation appears to be left in the air.

There is some sentiment in the union that if the merger is effected it may be challenged by AGVA on constitutional grounds—that the merger is not legal under the basic law of the 4A's.

Thinking along this line in AGVA takes the course that the merger is only a partial blending, since many units of the 4A's are not participating and that therefore the partial merging, in effect, constitutes action against those not included.

Fearful of 'Scheme'

The unit forces in AGVA look upon the proposed merger as primarily a scheme to divide up television jurisdiction and they are fearful it my exclude many actors in the 4A unions not included in the merger.

They would prefer to see either a complete blending of all the 4A unions, or, if television jurisdiction is at present the real problem, that the video question not be apportioned among the various component unions of the 4A's but be instead held by the 4A office itself.

This would mean, it is said, that the 4A's would issue a television card and it is the hope of the AGVA members, that this card would be uniform and would require no further dues than are presently paid by members to the respective guilds or branches to which they belong.

Leadership in the proposed merger has been taken by A.A. It has reached the stage where the national governing boards of the four unions involved must approve plans made by a joint merger committee.

The Screen Actors Guild, another 4A member, has agreed to become a partner of the organization formed by merger for the purpose of dividing television jurisdiction [Broadcasting, Dec. 20, 1948].

MOTOROLA SUIT

Siragusa Terms It 'Spite'

ROSS SIRAGUSA, president of the Admiral Corp., charged Wednesday that Motorola's recent suit against Admiral is a "spite suit" occasioned by his company's successful entrance into the low price television field. He branded allegations in the suit as completely unfounded.

Motorola, in its complaint, charged Admiral with infringement of its television patents.

GODFREY SHOWS

Adds New CBS-TV Program

A NEW hour-long weekly Arthur Godfrey variety show will begin Wednesday on CBS television network, 8-9 p.m., titled Arthur Godfrey and His Friends. Sponsor will be Liggett & Myers Tobacco Co. for Chesterfields.

With the addition of the new show, the Godfrey schedule now lines up as follows: CBS—The Arthur Godfrey Show 10:30-11:30 a.m. Mondays through Fridays; CBS and CBS-TV—Arthur Godfrey's Talent Scouts, 8:30-9 p.m. Mondays; CBS-TV—Arthur Godfrey and His Friends 8-9 p.m. Wednesdays.

The new program will be produced by Margaret "Mug" Richmond. Jack Carney and Paul Nickell will direct.

Inglis to NAB

DR. RUTH A. INGLIS, on leave from U. of Washington until October, joined the NAB headquarters staff last week as editorial assistant to President Justin Miller [Broadcasting, Dec. 18]. Miss Inglis is an associate professor of sociology at the university and is author of Freedom of the Movies, part of the Hutchins Commission on Freedom of the Press.
FCC should abandon its controversial Blue Book and abide by law books [CLOSED CIRCUIT, Jan. 3]. Congress has been advised.

That suggestion accompanied a recommendation of a House Select Committee Jan. 1 to the new 81st Congress that legislation be enacted guaranteeing that radio remain as free as the press.

The report's free radio theme brought sharply back in focus for the industry platforms adopted on that subject at the 1940 and 1949 Democratic National Conventions. In radio circles, after the new Congress convened last Monday, interest was centered on what action the legislative body would take to fulfill its convention pledges.

The unanimous report, sharply critical of the FCC's operations and policies, reflected bipartisan thinking. It was signed by Rep. Forest A. Harness (R-Ind.), committee chairman defeated in the recent elections, and Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.), and Uren Harris (D-Ark.).

The committee recommended that an appropriate committee be appointed to investigate the Commission and that legislation be enacted to rectify the errors it had detected and to meet the changing needs of the industry.

Congressional attention was directed to the conception of the Blue Book and "the training and philosophies of some of its progenitors."

Conception of Blue Book

"The Commission," the report said, "hired Charles Arthur Stamm, who was born in England and educated there, was for 12 years employed by the government-owned and controlled British Broadcasting Corp. and was, for a time, its director of program planning. . . ."

". . . the employment of a man experienced in controlling programs from a government ownership viewpoint, in the preparation of the 'Blue Book' supports the premise that such employment was a deliberate step toward government control of radio. It further supports the charges that the report 'considered from every angle, reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear'."

It was concluded by the committee that the act represented the "misuse of powers far beyond those given to the Commission by Congress and inconsistent with the constitutional limitations under which Congress acted."

The FCC's power to license and periodically renew licenses is literally the power of life and death, the broadcasters must be active to even the slightest implication on the part of the Commission. Former FCC Chairman Fly, who was chairman when the Blue Book was conceived, once amusingly spoke of this situation as "regulation by raised eyebrow'."

The Commission was described as an example of the "usurpation of the judicial function by the FCC. The Committee is concerned with the failure of the Commission to act in a prompt, impartial and non-partisan manner."

Congress was urged to "give further and minute study" to the question of regulation by the FCC. Legislation, if needed, should be spelled out so that it "will leave no question of the intent of Congress that radio must remain free as the press and the violation of the acts of Congress and the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

Used as Excuse

It was the opinion of the committee that the FCC in that power and authority to promulgate and issue the Blue Book and that it is being used as the basis for appeals and for the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

"The law under which the FCC operates was enacted by Congress and the First Amendment of the Constitution in this regard will no longer be tolerated," the committee reported.

"The Commission has failed to cooperate in the operation of any laws and is frustrating the efforts of the Congress to pass laws and to enforce them," the report stated.

The probe committee termed the economic branch and division as "the crowning blight" of the accounting department. They pointed out that this branch was headed by Dallas Smythe, who resigned from the FCC on June 30 just as the Select Committee was beginning its investigation.

No one at FCC, committee members said, had been able to give a strong reason for the existence of this branch of the accounting department, which makes studies of "economic trends and economic impact of radio and related industries upon the public." All the data needed by FCC can be obtained without cost, the report stated.

The law department was labeled by the committee as the "Goliath among the departments exercising power and influence far above and beyond its ability and merits."

"We found," the report continued, "that the legal division of the FCC almost invariably writes an opinion for the Commission without previous consultation with the various Commissioners."

In structure, functions and personnel the committee found little to criticize in the engineering department.

Grants to Edward Lamb for WTBN (TV) Columbus, Ohio, WRTF (FM) Toledo, Ohio, WEEL (FM) Erie, Pa., WICU (TV) Erie, Pa., and WTDQ Toledo, Ohio, were cited by the Committee as "an example . . . of the failure of proper investigation by the Commission or disregard of evidence."

It was felt by the committee that the FCC had also failed to sufficiently investigate before granting facilities to the Cooperative Broadcasting Assn., now operating WCPM (FM) in Washington, D.C.

The report included data taken from the Committee on Un-American Activities on organizations claiming as members Herbert S. Wool and Mrs. Charles Putnam, one-time officers of the licensee.

A comprehensive file of material on its investigation of communications in Puerto Rico was presented by the committee. The committee believes that the entry of the government station into the competitive field does pose a serious question in relation to the private interests.

It was the recommendation of the committee that Congress enact new laws to protect private broadcasters from competition by government stations of agencies or subdivisions of government.

See What HOOPER Says

Yes sir! WSGN is that certain party for you if your Northern Alabama sales need parking or stitching! Does the howl of the tigers? The May-September Hooper says WSGN has 18 out of the 30 top-rated shows for seven times as good as Station A with 3 out of 30 and five times as good as Station B with 6 out of 30. WSGN's top-rated periods were Mon., Fri., Aug. 4, Eve., 6.

...and can she cook!

ALABAMA'S BEST BUY FAR!

THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama Headley Reed National Reps.

Page 68 • January 10, 1949

IN LOS ANGELES

DIRECT TO THE 1,150,000 "SPECIALIZED GROUP" WITHIN THE LOS ANGELES MARKET.

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS.

KOWL

3000

SPECIALIZED GROUP

CIGAR CHANNEL

Owned and Operated by

ART CROGHAN & GENE AUTRY
Designed post-war to excel in...

- performance
- reliability
- efficiency
- economy
- accessibility
- convenience

The Collins 20T gives its owners every advantage of the latest developments and refinements in high fidelity one kilowatt AM transmitter design. Thorough engineering and fine components assure a long life of dependable operation.

Vertical chassis construction and careful arrangement provide quick accessibility to all parts and wiring. All tubes are easily reached from the front.

Adjustments are made, and the meters read, from one convenient position before the exciter cabinet control panel. A switch gives selection of either of two complete and independent temperature controlled plug-in oscillators. One oscillator can be unplugged and removed for servicing while the other carries on.

The 20T requires only 4.75 kw of power at 100% modulation at 85% power factor. The entire transmitter uses only nine different tube types, including rectifiers and voltage regulators; thus a minimum of spares need be stocked.

Today's competition on the airwaves can't be met with obsolete or obsolescent equipment. Ask us for more information about the modern 20T.

The Collins 20T 1000/500 watt AM transmitter

FOR HIGH PERFORMANCE, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y.
458 S. Spring St., Los Angeles 13, Calif.

BROADCASTING • Telecasting

January 10, 1949 • Page 69
BOUND
...to keep allsix months’ issues of BROADCASTING snugly together, instantly available for reference and research. Binders are 9 1/2" wide; 13" high. Sturdy blue leathercloth, stamped in silver with the BROADCASTING - Teletcasting signature. Kevlar lining, canvas joints, constructed to last for years.

BOUND
...to keep you from scanning about for lost issues; to keep magazines from being torn or frayed. Magazines are held intact ready to snap open for a long reading or a quick glance. Efficient looking for your reception room; smart looking for your library or desk.

BOUND
...to keep all those BROADCASTING special features at your fingertips... the continuing studies of radio markets, “Telecasters” reports, Teletasking sections, AM and TV showcards and all those other unduplicated and exclusive BROADCASTING features. Number 6 is limited. Tear out the coupon and mail today, please.

HOLDS 6 MONTHS’ ISSUES!

$5 ea.

BROADCASTING
TELETASKING
NATIONAL PRESS BUILDING
SEND FOR YOURS TODAY!

Technical

JIM LAWHON, former southeastern district field engineer for General Electric, has joined WMAZ Macon, Ga., as technical advisor. He succeeds FRED DENTON who now operates WIVY Jacksonville, Fla.

JOHN BATTISON, ABC allocations engineer, has been elected senior member of Institute of Radio Engineers. Mr. Battison has been a member since 1946.

JAMES D. MARTYN, formerly of KUKO Honolulu, State Dept. international broadcast station, has joined WFIL-FM Philadelphia.

ADDITION of two engineers and transfer of three persons to television engineering department have been announced at NBC Central Division, Chicago: JOHN W. CASEMAN, maintenancer, and GEORGE C. WILSON, studio, join AM staff, replacing WILFRED PRATHER and RUEL DOWNELL, TV engineer transfers; RICHARD FISCHER is working as student on WHBQ transmitter staff.

KYW Philadelphia has completed construction of two new 456-foot towers in suburban Whitemarsh. New antenna system will be put in operation after completion of tests. Station has recently put in operation a 246-foot tower atop Mid-City Architect's Bldg. 576 feet above street, for its KYW-FM.

LEROY BREMMER, formerly with KUHM Bakersfield, Calif., has joined engineering staff of KRSC-TV Seattle, Wash.

WFMF INCREASE
Field's FM Station to 33 kw

MARSHALL FIELD'S Chicago FM station, WFMF, on Jan. 1 began broadcasting with 33,000 w, almost double its previous power.

Studios and transmitting site are located on the 38th floor of the Carbide and Carbon Bldg., where offices of its AM affiliate, WJJD, are also housed. Programming is not duplicated.

Exclusive FM programs include two hours of educational broadcast daily by the Chicago Board of Education for use in schoolrooms, Felix Borowsky's Concert Hour, a daily United Nations report from its headquarters, and Chicago White Sox night baseball games. Station operates on seven-day schedule, 1:10-30 p.m. CST, on 100.3 mc.

WEAV Ups Power
WEAV, ABC affiliate at Plattsburg, N. Y., began operating from its new transmitter and with increased power Dec. 29. The station, formerly on 1340 kc with 250 w, is now on 960 kc with 1 kw. It is licensed for fulltime operation to Plattsburg Broadcasting Corp. George F. Bissell is president and general manager. Collins equipment is used in the new transmitter, located on Lake Shore Road south of Plattsburg.

SCANTON FM
Two Open Christmas

TWO new FM stations in Scranton, Pa., started operation at noon on Christmas Day. They are WQAN-FM, owned by The Scranton Times, and WGBI-FM, owned by Scranton Broadcasters Inc. Transmitters of the stations are located on Bald Mount, only 370 feet apart.

WQAN-FM is on Channel 222 (92.3 mc) with 1.8 kw. John P. McGoldrick is manager and chief engineer; Robert R. Flanagan, program director; James Pettinato, supervisor of operations; William Houston and Robert Barritt, engineers; Anthony Martell, Eugene Fenney, Hugh Linn and William Badger, announcers. The station is using temporary studio and office quarters in the Times building, pending construction of an additional floor on the building.

Madge A. Megargee, vice president of Scranton Broadcasters, and her brother Frank E. Megargee officiated at the WQAN-FM opening. The station is on Channel 267 (101.3 mc) with 1.8 kw. Kenneth R. Cooke is chief engineer.

Both stations have AM operations.

Turntable

BET C. LOWN, director of station relations and sales for Associated Program Service, division of Musak Corp., New York, has been elected a vice president of the parent organization.

FREDERICK W. ZIV Co., Cincinnati, has announced that WHOS Decatur, Ill., and WKUL Cleveland, Ala., have purchased five of its shows each.

Also announced was KBYR Anchorage, Alaska’s, purchase of six programs; sale of five additional packages to KLTJ Longview, Tex., and six shows to WRKJ Duluth, Minn.
On All Accounts

(Continued from page 10)

front page notice in local newspapers and Walt admits that he was the fair-haired boy of the agency for some time after.

Forest Lawn Memorial Park Assn., Glendale, Calif., offered Walt the post of director of public relations in 1936 and he continued in that capacity for the next four years. During that time he arranged many a special events broadcast from the famed memorial park. Included was the annual Easter Community Sunrise Service broadcast.

Walt set up his own Los Angeles advertising agency in 1940. But shortly thereafter World War II showed its ugly face and he closed shop to join government service. On June 15, 1942, he was made administrative officer of the recruiting and manning organization of the War Shipping Adm. Setting up shipping facilities as the Army moved along, assignments took him to all battlefields of the war.

When shortage of radio operators occurred during the war, Mr. Neill also established a training school in Glasgow for American youths living in the British Isles. And during that time he also lectured on radio advertising at Eton College.

With war's end, back to Los Angeles he went, and for the next 12 months took a much needed rest. He rejoined Forest Lawn Memorial Park Assn., this time as vice president and director of public relations in November 1946. Walt shifted to his present position with Ruthrauff and Ryan, in March 1948.

The Neills—the former Lois Wendell of Long Beach, Calif.—have been married since Aug. 1, 1948, and make their home in Outpost Estates section of Hollywood. He is a member of the Hollywood Advertising Club and Jonathan Club.

If plans work out Walt hopes sometime to join Count Byron de Prorok, noted archeologist, in an expedition across the Sahara Desert to the Nile in search of a lost City of Gold. Walt wants to tape record the expedition for broadcast in this country. And for a sponsor too.

If horseback riding and sailing are hobbies, Walt says, then those are his.

Wكدن Camden

Now in Operation

Wكدن Camden, N. J., is now operating on 800 kc with 1 kw daytime. South Jersey Broadcasting Co. is the permittee for the station which took the air Oct. 31.

President and general manager of the new outlet is Ranulf Compton with F. J. Compton vice president. Wكدن's program director is Edwin W. Tucker and the commercial manager is Philip Adams. Roger S. Whitlock is chief engineer.

Studios and transmitter are at Fairview in Camden. Designated Radio Park, the property also contains a 200 foot transmission tower.

President and treasurer of South Jersey Broadcasting Co. is Mr. Compton who holds 77% interest. His wife, Florence J. Compton, is vice president and holds 20% while Mortimer Hendrickson is secretary and 3% owner.

Duffy-Mott Campaign

LARGEST prune juice advertising campaign ever conducted will get under way in January, H. E. Meinhold, vice president of Duffy-Mott (Sunsweet prune juice) announced. Mr. Meinhold said that radio, large class magazines, general weeklies and trade papers will be employed. Young & Rubicam, New York, is the agency handling the account. Radio plans will most likely include a spot announcement campaign.

CBC to Meet

THE JANUARY meeting of the board of governors of Canadian Broadcasting Corp. is to be held at Montreal, Jan. 20-22. No agenda has been announced as yet, but it is expected that some discussion on television may develop in connection with conversations now going on towards joint operation of TV stations by CBC and private interests at Montreal and Toronto.

RCA TUBES... the standard of comparison

For your convenience RCA tubes are available from your local RCA Tube Distributor...
January 3 Applications

ACCEPTED FOR FILING

AM—1350 kHz
WASA Havre de Grace, Md.—Grant for new station; change from 1500 to 1250 kHz.
January 3 Applications

ACCEPTED FOR FILING

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AM—1350 kHz
WASA Havre de Grace, Md.—Grant for new station; change from 1500 to 1250 kHz.

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POLISH Program Service, Passaic, N. J., has claimed another victory in its battle with public utilities on Long Island.

Its new triumph, the station said, came when J. Russel Sprague, Nassau County executive, announced his administration would oppose increase in rates sought by the New York Telephone Co.

Mr. Sprague’s statement, said the station, followed a survey made by Jerry Carr, WHLI’s director of news, of the phone rate proposals and the broadcasts of his findings. The broadcasts claimed that phone users would be faced with increases ranging from 13 to 81% instead of a predicted 15%.


WHILI CRUSADE
Phone Increase Fought

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ELAINE CARRINGTON, author of Pepper Young’s Family, When a Girl Marries and Rosemary, radio series, transcribed special Christmas greetings to be aired over CBS from WFTL and WGOR-FM Ft. Lauderdale, Fla. Mrs. Carrington makes her winter home in that city. On Dec. 24 from New York she broadcast a “live” greeting on her Rosemary program to CBS with special wishes to Ft. Lauderdale. Following this message WFTL aired the transcribed greetings which she had made, to the CBS network. With Mrs. Carrington is Bob Stanford (I), general manager of WFTL and WGGR-FM, and Congressman Dwight L. Rogers.

Christmas, 1948

AS A special Christmas broadcast WPAM Pottsville, Pa., aired The Last Great Hope of Earth, a part of its regular Five Portraits series. The program was based on the return of the star of Bethlehem and the second coming of the Wise Men, this time in the person of foreign ministers of the U.S., Great Britain, and Russia—each bringing gifts of uranium, plutonium and the formula for atomic fission, rather than gold, frankincense, and myrrh. These 20th Century Wise Men sought to return gifts to mankind could not learn how to live with them. WPAM reports that many listeners who tuned into the broadcast late believed that the Wise Men had truly returned, and swamped the Pottsville telephone company with calls.

Hello, From Everywhere

UTILIZING the telephone “beep,” WAPI Birmingham, Ala., has initiated a new program series. Titled Hello, America, program features “live” interviews with famous personalities. Listeners are thus able to hear “personals” messages from all over the U.S. Program is heard every Sunday.

Junior Talent Showcase

SHOWCASE for talented North Jersey young people is object of WNJR’s new program, Let’s Be Happy. Each Sunday at 1:30 p.m. talented youngsters from 6 to 14 will have the opportunity to display their capabilities. Youngsters to appear on the show are chosen from auditions held by WNJR.

Musical America

TWICE a week on his 10:15 to midnight show, Al Rockwell, KRNT Des Moines, airs transcribed telephone recordings with famous stars of the music world. Mr. Rockwell sets up the call dates in advance, and then makes the recordings to be played on his show. Object is to put some “life” into the late-evening disc show which the station recently added.

Inauguration Time

ON Jan. 5, WNLK Norwalk, Conn., carried the inauguration ceremonies of Gov. Chester Bowles in Hartford. Station carried the entire program from swearing in to the Governor’s first speech. And in addition the station made tape recordings of the Inaugural Ball that evening and broadcast them the following day.

TODAY (Jan. 10), WWXL Peoria, Ill., broadcast the inauguration ceremonies in which Adlai Stevenson officially takes the gubernatorial chair. Tonight (Jan. 16) the station will present a half-hour broadcast direct from the Inaugural Ball.

Plan-A-Room

HOMEMAKERS show, Plan-A-Room, began on WGN-TV Chicago, Jan. 4, with Paul R. MacAllister showing television viewers how correct planning of furniture and decoration makes homes attractive and livable. Mr. MacAllister, design consultant and a member of the American Institute of Decorators, will discuss home-planning problems each Tuesday from 8:30 to 9:15 p.m. CST.

Sale of TV sets in Baltimore, accelerated by Christmas buying, rose to high of 5,899 sets in December 1948. Previous record in city was set in October and November of last year when 4,000 sets per month were sold.

Sign 56
For Polish Programs

POLISH Program Service, Passaic, N. J., has signed with 56 stations for programs, according to John Nowak, director.

The firm transcribes programs in Polish from English scripts submitted by the contracting stations. Shows run from 15 to 60 minutes and are sold outright to the station.
BAPTISTS

TWO GROUPS within the Northern Baptist Convention, which has 1,600,000 members in 33 states, are beginning a joint investigation into the "moral implications" of giveaway shows.

That was made known by Dr. Stanley I. Stuber, chairman of the radio committee of the Northern Baptists, whose organization, with that of Council of Social Progress, headed by Donald B. Cloward, will undertake the inquiry. The Convention has offices in New York City at 152 Madison Ave.

Stressing that the radio committee was acting in the role of a friendly critic "anxious to be as helpful as possible" to the radio and television broadcasting business, Dr. Stuber declared:

"These giveaway programs are not good radio. They are fast lowering the standards of radio and forcing off the air programs of excellent quality."

"What are the giveaway shows doing to our people mentally, morally and spiritually?" he asked. "This investigation intends to find out, and our findings will be forwarded to radio's higher officials."

Probe Planned

Announcement that an investigation would be begun followed a meeting of the radio committee Dec. 5, at which the entire problem of Sunday evening programs was discussed. Two resolutions were then drafted:

1. That the radio industry give more to Russell, Ellis and others to "good music, creative educational features, variety programs which will help develop the basic institutions of American life, including that of religion."

2. That the moral implications of giveaway shows be investigated.

On revamping the Sunday night schedule, the radio committee noted that a shift of top name personal-

Investigating Giveaways' "Moral Implications"

CONNECTICUT winner in "Voice of Democracy" contest, Elaine Neagle (II), Waterbury Catholic High School, received her $5 prize, from Dr. Jack J. Geoghe (r), president of Elm City Broadcasting Corp. (WNHC AM-FM-TV), New Haven. Presentation was part of a special broadcast over Connecticut State Network. Participating in presentation is J. B. Fitzpatrick, vice president of U.S. Junior Chamber of Commerce, a co-sponsor of contest. Connecticut stations cooperating in contest were WNAH Bridgeport, WATR and WBNR Waterbury, WTHT Hartford, WTOR Torrington and WNHC.

LOBBYING

Four Industry Men Register

FOUR MEN affiliated with the radio industry have registered with the 81st Congress under provisions of the Lobbying Act.

Piling reports with the Clerk of the House were Earl H. Gammons, CBS Washington vice president; Don Petty, NAB general counsel; Francis M. (Scoop) Russe, National Washington vice president, and A. D. Willard Jr., NAB executive vice president.

Other registrations of interest to the radio industry and their affiliations include: Gail Sullivan, Theatre Owners of American; Jack Bryson, Motion Picture Assn. of America; Orrin A. Burrows, International Brotherhood of Electrical Workers (AFL); Russ Nixon, United Electrical, Radio and Machine Workers of America; Frank Quigley, American Telephone & Telegraph Co., and Geraldine Sandros, American Communications Assn.

N.C. SOLONS

Albright to Cover for FM

R. MAYNE ALBRIGHT, a gubernatorial candidate in the 1948 North Carolina Democratic primaries, has been signed by the Dixie FM Network of 15 stations to broadcast a nightly report on activities of the North Carolina legislature.

His broadcasts are expected to be heard by AM as well as FM listeners, since most of the Dixie FM group members have AM affiliates and are planning to carry the program. Broadcasts will originate from the network's affiliate in Raleigh, WRAL-PM.

NARFD Data

A COMPILED of historical data and records of the growth of the National Assn. of Radio Farm Directors is under consideration by the organization's historian, Herb Pantecek, WHO Des Moines, a former NARFD president. Under the present plan the work would be divided into two volumes. One would contain organizational history, including minutes on membership rolls, meeting dates, etc. The other volume will have a complete record of RFD newsletters, USDA records, Broadcasting clippings, pictures, and other material. Wallace Kadderly, new NARFD president, appointed Mr. Pantecek to engineer the project.

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& ASSOCIATES
3738 Kanawha St., N. W.
OBoyle 8071
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Help Wanted:

**Managerial**

**Salesmen**

---

**Technical**

Chief engineer of proven qualifications and ability to develop loyal and harmonious staff wanted by WAB. Box 576, BROADCASTING.

Assistant chief engineer wanted in southeastern local. Box 574, BROADCASTING.

**Production-Programming, others**

Program and news writer-announcer wanted. Opportunity to become program director. This is an opening on a 125,000 watt station. Send photo, letter and references to Box 579, BROADCASTING.

**Career Opportunities**

Experience time salesman for rich Pacific Coast market. 15% commission on sales plus job security. Box 602, BROADCASTING.

Excellent opportunity for salesman of real estate background to be associated with a network of network stations. An opening is available for network station in important Texas market. Box 571, BROADCASTING.

Mutual station major market needs experienced salesman who can start with considerable business and build income of $750 to $2000 col. Established station. Send full details, transcript of experience, references and interview. Box 623, BROADCASTING.

Need Musak salesman for northwest territory. City of 250,000 half million, 15,000 auto's, one 11,000 station in each city. Box 727, BROADCASTING.

**Announcers**

Announcer—Morning man to wake 'em up. Acute hearing calls for single man. Must be between 22 and 35 years old. Write for details. Box 15, Write Box 661, BROADCASTING.

Announcer-engineer combination—Aspiring to engineering-announcing careers with progressive southern network station. Good working conditions, opportunity to work with one of the most respected stations in the business. Send reliable resume, photo and phone number. Write Box 576, BROADCASTING.

Announcer with superior voice and training to assist announcer in new work station in beautiful southwestern city. Box 570, BROADCASTING.

Help Wanted (Cont'd)

Male writer—Capable of good solid copy, much news writing experience, has a good working knowledge of English grammar and usage. Needed immediately by new station in small Pacific Northwest city. Call and see sales manager. Box 571, BROADCASTING.

**(Situations Wanted)**

**Managerial**

Sports director, with nine years play-by-play in major sports, commercial news, and university production backbones of combination program. Available January 15. Box 576, BROADCASTING.

Wanted—Position as PD in medium size station, or as manager in smaller operation. Twelve years experience. Age 38, very capable news director. West only. Box 600, BROADCASTING.

Experienced manager can give your station a kick—new studio addition and direct program policy that will raise your station to the top. Won't return sensational results, but will definitely increase dollars. Box 574, BROADCASTING.

**Salesmen**

Salesman. Experienced time salesman for rich Pacific area. Contact Harold Welsh, KSLI, Silver City, New Mexico. If you can build an audience and have a record of proven performance, a good job awaits you on the announcement staff of station in large Texas city. Box 577, BROADCASTING.

Regional network station in large metropolitan city in central states needs general manager minimum age 30. Box 544, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesman. 10,000 watt station, soon to increase power to 25,000. Send salary history and high-pressure time salesman future with letter. Salary and commission. For appointment interview, write Joseph B. Fife, Commercial Manager, WWFL, Havana, N. Y.

Sales manager for midwestern regional AM station in steady conservative market. Starting salary $1,500 per month plus expenses. Total $6,000 to $12,000 per year depending on ability. Write for complete information. Salary and commission. Box 579, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at $50, 640 drams. Box 546, BROADCASTING.

Sales manager—Opportunity to write two to four thousand monthly at $50, 640 drams. Box 546, BROADCASTING.

Situations Wanted (Cont'd)
Situations Wanted (Cont'd)

I want an opportunity. Versatile announcer, expert in popular and classical music, theatrical background. Good references. All replies should be directed to Box 725, BROADCASTING.

Sportscaster—Want station handling pro football and baseball. Prefer veteran, college graduate, married. Age 24 to 27. Box 726, BROADCASTING.


Announcer—salesman—producer desires polished performer with college training and experience in top broadcast station. veteran, college graduate, married, Age 24 to 27. Box 729, BROADCASTING.

Young, single, single. Experience in newscasting, commercials, newscasting, request. 706 Northwest preferably. Twenty preferred. Will provide asset to any station appreciating proper news coverage and facilities, including DA adjustments and equipment. Box 731, BROADCASTING.


Experienced announcer would like position in progressive network station. Northwestern preferably. Twenty-five years old. Excellent references. Box 741, BROADCASTING.

Desire staff announcing position with progressive network station. Experienced newscaster, commercials, disc shows. Will provide asset to any station. Box 733, BROADCASTING.

Reliable and experienced announcer with emphasis on play-by-play. College graduate and two years watchman. Box 734, BROADCASTING.

Experienced announcer wants position in small progressive station. Single. Box 743, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. Ajax in charge and station desires, but not required, work as writer for the team. Box 744, BROADCASTING.

Announcer—25, single, experienced, capable all-around announcer. Good voice. Available immediately. Box 759, BROADCASTING.

Announcer, 28, married, college graduate. Former communications officer. 20 years experience advertising. Looking for chief announcer. Accept announcing position with progressive station that will cash in on early, slow moving time. Box 745, BROADCASTING.

Announcer—Experienced, capable newscaster. Disc jockey, operates console. Everything from the studio to the air. Will audition within 300 mile radius. But will consider, all other offers welcome in writing. 2715 W. Division St., Chicago, Illinois.

Technical


Experienced radio engineer desires position in broadcasting or television station. Can assume full responsibility, also interested in supervisory positions. Excellent references. Write Box 753, BROADCASTING.

First phonograph, one year with small station. Experience of variety. Good reference. Desire position in supervision. Box 801, BROADCASTING.

Engineer, first class, experienced four years. Lots ofProblem. Will work nights 5 kw. desires job opportunity. Single, without family. Six months notice. Box 802, BROADCASTING.

For Sale

FM antenna, 6-ring Colling type 37M. 7000 watts output. Complete with driving horns and clamps to mount on mast. $100, For sale, Peoria, Illinois.

Sala 2 KVA 110V voltage regulator. $250.00. E. E. Raymond, 1234 W. Gess, WFBG, Greenville, S. C.

New radio music corporation transcription equipment. Details on request. Contact Mr. Hooper, 716 Wacker Drive, Chicago, Illinois.

For sale. One used Gates dynamic remote amplifier complete with AC and DC power supply. Condition, never given trouble. $150.00. L. A. Lawton, Chief Engineer, KATE, Albert, Minnesota.

Two Western Electric type 109B reproducing transmitters. Excellent condition. Previous owner, Radio Council, 21 East 18th Avenue, Denver, Colorado, removed to California.


FM transmitter 250W RCA type BT-25OA. In excellent condition and perfect in appearance. Used only seven months. W2AZ, Alexandria, Virginia.

4 Gates CBIO transcription tables. Excellent condition. $600.00 each. 2 tri-asonic speaker (new) PSFM & cabinet. $200. Each Magnedox signal recorder, 20 spools high fidelity wire and high speed reels. $45.00 Universal recording amp (flat, medium and high frequencies). $175.00 Langenheim recording amp model 101A (includes microphone, phono-microphone imm. (4 tubes) $15.00; 115V universal on remote amplifier complete with Gates and Sennheiser equipment complete with transmitter and receiver. $600.00.

Wanted to Buy


Wanted: A complete RCA recording attachment, type 72-D or 72-XM connection. John White, 425 Broadway, Detroit, Michigan.

For sale. Mobile station. One thousand feet studio and control room. $75,000.00. St. Louis, Missouri.

Wanted—250 watt, network station in the east. Box 737, BROADCASTING.

Help Wanted

Salesmen

$8,000 REWARD

For The Right Man

If you are between 35 and 45, own a license to operate in Virginia, North and South Carolina (with a position opening January 15, and are interested in handling transcriptions for RPM, call or write Mr. Beatty, WRSW, Ft. Wayne, Indiana.}

WANTED

Independent free lance transcription salesman now personally covering California, Oregon and Washington. Prefer employers and agencies, who is in a position to actively represent two or more clients. Ideal is a client with professional features in the industry. Will be given protected territorial arrangement on a straight commission basis.

Box 697, BROADCASTING (Continued on next page)
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As instructors in the nation's foremost TV production school (TWN CITY TELEVISION LAB, a division of Beck Studios, Inc., Minneapolis, applicant also for a commercial TV station in Minneapolis-St. Paul area) Mr. Joseph W. Black, Exec. Dir. of Beck Studios, will be available for interviews at the COMMODORE HOTEL in New York from Jan. 10 thru Jan. 15.

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Continuity writer—women. Must have commercial approach in writing and voice. All particulars—references first letter. Photo.

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1 Philco 271C crystal dupli-

ER

2 RCA 154 audio oscillator with rack mounting pan-

el $100.00

3 RCA 155 tape recorder (new) $35.00

4 TGIU Keyer (new) $25.00

5 RAK 7 Navy long wave receiver with power supply and spare parts $60.00

6 Radio Lab limit switch amplifier and telephone receiver $30.00

7 Radio Lab dual channel receiver $75.00

8 Tenco 266SBC 500 watt A/F switch amplifier $15.00

9 Ditto speech amplifier and 200 watt modulator $50.00

10 Ditto 1500 volt, 500 M.A. radio supply $175.00

11 Collins ART-13 transmitter $15.00

12 Collins SCH322 VHF transmitter $15.00

13 72" per metal cabinets each $25.00

14 SP220 super pro-

ceiver: 1 Jensen concert and 1 Jensen cabinet & cabinet $109.00

15 Milten VHF225 amplifier (new) $12.00

16 WE4A-235A transceiver- radiotelephone each $20.00

17 RCA AVT-112A aircraft transceiver $200.00

18 New tubes and manual $22.00

19 Milk 125 watt VHF amplifier $12.00

20 Super-pro Ham, B.C. 1800 receiving with power supply, rack panel $150.00

21 Collins A.R.T. 24 transmitter $200.00

22 Collins VHF1 amplifier for crystal mi-

phonograph $85.00

23 RCA microphone pre-

amp model M1, 20BA $10.00

24 Weston model 772 analy-

zer, 300 volt, 50,000 ohms per volt $25.00

25 Weston receiver B.C. 402 $7.50

26 Kenyon model KALL line to line transformers each $5.00

27 I.R.C. ladder type at-

type, 21 L, 250 ohms each $5.00

28 K.E. transmitter & power supply (incomplete) $225.00

29 power supply for 313 transmitters $25.00

30 Decker "G" drill with motor $5.00

31 Jensen C.R.J. 1 speaker $50.00

32 Dumont electronics switch (new) $25.00

33 Dumont "S" scope $75.00

34 150-216C RCA chanalyst... $90.00

35 Sprague condenser re-

tuner $29.50

36 BC-107S 150-156 mc frequency meter, power supply and multi-tribut-

ion $29.50

37 RCA driver transformer 645s to 6B5s $25.00

38 UTC 11 kv class "B" $25.00

39 RCA class "B" 8000 ohm plate to 3500 ohm r.f. $20.00

40 General Radio 601-A standard signal gener-

ator $290.00

41 RCA class "B" 8000 ohm plate to 3500 ohm r.f. $35.00

42 300 lbs. of hard drawn bare copper @ per lb. $.40

43 Les geiger condenser, 2550 volt to 1500 mufin. $100.00

44 1 composite 1000 watt r.f. transmitter complete. Will fit the following r.f. transmitter requirements. Frequen-

cies 20 to 130 Mc. $2500.00

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in all phases of radio broadcasting by Hollywood's outstanding professionals!

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Los Angeles 27, California

Miscellaneous

N.Y. PHILHARMONIC

Mitropoulos, Stokowski Stated

PODIUM of the New York Philharmonic for the 1949 season will be shared by Dimitri Mitropoulos and Leopold Stokowski, CBS, CBS, CBS, CBS, CBS. The initial broadcast of the season on Sunday, Dec. 16, three days after the orchestra's opening sub-

scription concert, will mark the 20th consecutive year the Carnegie Hall concerts will be carried on CBS. The 3-4:30 p.m. time period remains the same.

William C. Beach

WILLIAM C. BEACH, 55, an en-

engineer at New York's Bell Tele-

phone Labs, died suddenly on Thursday. Dec. 30, shortly after boarding a train for his Bloomfield, New Jersey, home. Surviving are his wife, Mrs. Margaret Beach; two sons, Glen L. of Bloomfield and Robert C. Beach of Chicago; a daughter, Mrs. Frank Catogni of Bloomfield, and two grandchildren.
TV Inroads Seen By Philco Head

COMPETITION
JOHN BALLANTYNE, chairman of the board of directors of Philco Corp., said last week that audio radio output in 1949 would be "substantially under the 16 million-set level of 1948" due to the inroads of television.

"In the entire history of communications, there is nothing to compare with the rapid growth and spread of television in the past two years," Mr. Ballantyne pointed out. "And 1949 points to further rapid growth. The sale of television receivers, investments in television broadcasting stations, expenditures for television relay and the cost of programming will add up to nearly a billion dollars."

"Television receiver output in 1948 amounted to more than 800,000 sets with a retail value approaching $300 million. During 1949 we expect that the industry will produce and sell between 1.5 million and 2 million sets, the exact number depending on the availability of cathode ray picture tubes."

"There are now about 1 million television receivers in use in 34 states—over 80,000 sets in the Philadelphia area, which ranks second among America's television cities. About 90% of all these receivers are installed in homes."

"The television audience quadrupled in 1948 and will be more than doubled again in 1949 largely because of improvements in the quality and variety of television programs, and the spread of television broadcasting. Now there are about 50 stations on the air in 30 cities. It seems likely that the number of stations will be doubled in 1949, with service extended to some 60 major market areas of the United States."

"Radio broadcasting will continue to be an important source of entertainment and information for many years to come. To enjoy television programs, the viewer must devote his entire attention to the set. Thus, while service is limited to those who concentrate on the video screen."

"Television will present its most serious competition to radio, the movies, reading and other forms of entertainment during leisure hours in the evening."

"More than half of the population of this country is not even within reach of television broadcasting. Many millions of people in smaller towns or rural areas will be out of television range for several years. Furthermore, building and operating a television station takes a large investment."

"In radio broadcasting, there is a available trend toward FM because it represents noise-free reception of high quality. There are now more than 700 FM broadcasters on the air, and additional FM stations are starting operation each week."

PHILCO CORP.
Balderston Gives Report

WILLIAM BALDERSTON, president of Philco Corp., Philadelphia, expects that many new production, sales and employment records will be established in the television-radio industry this year.

Mr. Balderston, presidential successor to John Ballantyne (now board chairman), forecast: "With all phases of television growing rapidly in size and scope . . . we are planning . . . a substantial program of plant expansion, amounting to about $5 million for the year."

"The major part . . . will be aimed at increasing our output of television receivers more than threefold, from under 200,000 sets in 1948 to a total of about 600,000 in 1949."

"One phase of this expansion includes an addition to our cathode ray and receiving tube manufacturing plant which supplies parts of our television tube requirements. We are also planning to enlarge our plants at Watertown, Pa., where we produce cabinets for television and radio receivers. . . ."

"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant. . . ."

Allied Arts

C. W. WHITEHEAD, general manager of General Electric Co.'s radio and television division, has been named executive vice president of the company.

EDWARD F. ATCHERLEY has been named Northwest division manager of television sets with Sylvania Electric Products Company. He will head sales of renewal tube sales for Sylvania Electric Products Company. He also announced that Sylvania distributors in Montana, Idaho, and Oregon will be handled by a new office at 941 White Henry Stuart Bldg., Seattle.

A. J. FISCHER has been appointed manager of Dayton, Ohio, branch of Graybar Electric Co. Cincinnati, has been with company for 21 years.

JOHN BALLANTYNE, chairman of the board, said last week that audio radio output in 1949 would be 'substantially under the 16 million-set level of 1948' due to the inroads of television.

In the entire history of communications, there is nothing to compare with the rapid growth and spread of television in the past two years," Mr. Ballantyne pointed out. "And 1949 points to further rapid growth. The sale of television receivers, investments in television broadcasting stations, expenditures for television relay and the cost of programming will add up to nearly a billion dollars."

"Television receiver output in 1948 amounted to more than 800,000 sets with a retail value approaching $300 million. During 1949 we expect that the industry will produce and sell between 1.5 million and 2 million sets, the exact number depending on the availability of cathode ray picture tubes."

"There are now about 1 million television receivers in use in 34 states—over 80,000 sets in the Philadelphia area, which ranks second among America's television cities. About 90% of all these receivers are installed in homes."

"The television audience quadrupled in 1948 and will be more than doubled again in 1949 largely because of improvements in the quality and variety of television programs, and the spread of television broadcasting. Now there are about 50 stations on the air in 30 cities. It seems likely that the number of stations will be doubled in 1949, with service extended to some 60 major market areas of the United States."

"Radio broadcasting will continue to be an important source of entertainment and information for many years to come. To enjoy television programs, the viewer must devote his entire attention to the set. Thus, while service is limited to those who concentrate on the video screen."

"Television will present its most serious competition to radio, the movies, reading and other forms of entertainment during leisure hours in the evening."

"More than half of the population of this country is not even within reach of television broadcasting. Many millions of people in smaller towns or rural areas will be out of television range for several years. Furthermore, building and operating a television station takes a large investment."

"In radio broadcasting, there is a available trend toward FM because it represents noise-free reception of high quality. There are now more than 700 FM broadcasters on the air, and additional FM stations are starting operation each week."

PHILCO CORP.
Balderston Gives Report

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"Another important step we are taking is to provide facilities for manufacturing television sets at Sandusky, Ohio, where we already have an auto radio plant. . . ."
HEAVENLY might be the theme of WBBM Chicago's latest promotion piece, "The Halo That Fit Too Tight." The little booklet introduces its vice president-in-charge of public service, a smug little man wearing five shiny halos—for winning five awards in the public service field. Copy goes on to tell about the bowl set up by "Mr. Programs, Mr. Production, Mr. Talent and Mr. Sales," who feel that without the help of Public Service would never have had his 21 carat halos. Finally Mr. Management comes in to say that everyone helped to win the awards, it was their cooperative showmanship that counted. And when Mr. Public Interest, whose halos were getting tight, realized that it's all for one and one for all in show business, his halos settled down to their proper and deserving fit.

73 Christmas Presents CHRISTMAS presents—78 Philco AM radios—were presented to Portland, Me.'s 39 elementary and grammar schools by WCHS Portland. The radios were given for use in connection with the city's program of visual-audio education, and will be used to bring newscast, classical music and presidential speeches into the classrooms.

WDUZ Newspaper GREEN BAY, Wis., is served by an evening newspaper, and therefore many people who like something with their morning coffee besides doughnuts feel sadly neglected. To make these people happy, WDUZ Green Bay is printing its "Bulletins from the Morning News," a little sheet that carries the big doings of the nation, the state, city and sports world, together with the weather forecast. WDUZ distributes the paper to restaurants and drug stores.

Little Songs About Big Things WNEW New York, has just issued a special press information book dealing with its "Little Songs About UN." The kit contains feature stories about the UN "jingles," background material, news stories, and by-line pieces by Gilbert Selles, Ted Cott, Los Singer (composer of the songs) and Hy Zaret (who wrote the lyrics), as well as a recording of the songs. Book is being distributed to radio editors and trade papers in the WNEW area and to a group of public figures.

Farm Reporters A STAFF of 30 "Farm Reporters" has been organized by Charley Stooky, farm editor for KKOK St. Louis. Mr. Stooky, who conducts an early morning farm service program, Town and Country (6-7:30 a.m., Mon.-Sat.), has named correspondents in 30 counties, 15 in Missouri and 15 in Illinois, all within a 50 mile radius of St. Louis. The "Farm Reporters" have been furnished with identification cards and self-addressed postcards on which they furnish the news of their particular county. All correspondents have been invited to submit news at least once a week or as often as they wish, for airing on Mr. Stooky's program. Christmas Party SATURDAY, Dec. 19, 1948, was a big day for the Salvation Army in Nor-

In HOUSTON, the ears of TEXANS are upon KTRH...nationally represented for 15 years by JOHN BLAIR & COMPANY Offices in Chicago • New York • Detroit St. Louis • Los Angeles • San Francisco

FRAZIER THOMAS, WLW Cincinnati, m.c., admits he's in a good spot, but concedes, from his expression, that Horace Heidt's new 7 p.m. Sunday time on NBC is the number one spot. Picture was circulated throughout WLW's listening area to weekly and daily press as part of station's promotion for Mr. Heidt's Sunday time switch.

MEMO TO: GENEVIEVE SCHUBERT, TED BATES:
Christmas is over, but WCKY's Christmas promotion will long stand out in Cincinnati. With announcements only—no newspaper—WCKY pulled over 10,000 people to the airport to see Santa arrive by plane. Real proof of WCKY's audience by any measurement.

DENVER and Ranch-Way Feeds sponsors of KOA Mile High Farmer program (Mon.-Sat., 6-6:30 a.m. MST), will present several trophies to junior winners in the show. A giant gold-tone 27 inch "Mile High Farmer Trophy" will be presented by Ranch-Way and KOA to the Champion Junior Beef Showman. Three gold-tone plaques will go to the winners in the Future Farmers of America livestock judging contest. Presentations will be broadcast direct from the Main Arena in the Stock Yards Stadium, 2:46-3 p.m., Jan. 15.

PERSONNEL EMILY ASHE BANKS, formerly with New York's famous Public Relations, has been appointed publicity director of Town Hall Inc, New York. WINSTON JOLLY, member of public relations staff of WGN Chicago, has been appointed assistant director of the department. WILLIAM CLEAR, WRTA Altoona, Pa., promotion and sales manager, has been elected to the board of directors of the Blair County Cancer Society. EDDIE REYNOLDS, former publicity man on Ladies Be Seated and Hunt Hunt, joins Chicago staff of Storecast Corp. of America as sales promotion director. Storecast operates on WSBF-FM Chicago.

DANIEL BISHOP, Star-Times (St. Louis) cartoonist, is the winner of the first prize in the Eddie Caner Cartoon Contest in connection with Fifth Annual Gifts to Yankees Who Gave Campaign. Second place went to BRUCE SHANKS, Buffalo (N. Y.) Evening News, and third to BRUCE RUSSELL, Los Angeles Times. Winners were announced on a special coast-to-coast broadcast from Birmingham, Ala., Veterans Hospital, on Christmas Day.

WADSWORTH LILYK has been appointed press relations director of WWDC and WWDC-FM Washington. He was formerly manager of Washington office of Radio Reports Inc.

ROBERT L. SEITNER Jr. has been appointed promotion manager of WJHP Jacksonville, Fla.

MARY PAULINE PERRY has been appointed publicity director of WMAL, WMAL-TV and WMAL-FM Washington. Miss Perry had her own publicity bureau before joining WMAL.

C. P. BODNER, promotion director and sales representative at WPAY Pontiac, Ohio, is the father of a girl, Mary Kristin.

50,000 WATTS OF SELLING POWER ON THE AIR EVERYWHERE 24 HOURS A DAY
MUSIC FEES
Hearing Set in Ottawa

CANADIAN BROADCASTERS appeared before the Canadian Copyright Appeal Board at Ottawa on Jan. 6 in connection with the 1949 performing rights fees charged by Composers, Authors, Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Schedules had been filed by the two organizations and had to be approved by the Canadian Copyright Appeal Board before assessments could be levied.

In 1949 CAPAC is asking from private broadcasters collectively $136,681, as compared to $126,547 in 1948, increasing being based on increased number of radio licenses issued during government fiscal year April 1, 1947, to March 31, 1948. CAPAC is asking the same amount from Canadian Broadcasting Corp. BMI Canada Ltd. is asking private broadcasters $38,888 in 1949 as compared to $36,156 in 1948, based on increased number of licensed receivers, and has a set fee of $17,500 with CBC.

Formulas on which copyright fees are charged were set at 7 cents per licensed receiver for CAPAC from private broadcasters and the same amount from CBC. BMI Canada rate for private broadcasters is about 2 cents per licensed receiver, one annual $2.50 license covering all radios in a home. Canadian Assn. of Broadcasters worked out assessments for all privately-owned stations on approved formula.

Total fees for copyright music performance to be paid by broadcasters in 1949 will amount to $328,550 if Canadian Copyright Appeal Board allows schedules requested by CAPAC and BMI Canada Ltd.

Special RMA Meet

CONFERENCE for industrial relations and personnel directors of radio manufacturing industry will be held Jan. 18-19 at Hotel Statler, New York, under auspices of RMA Industrial Relations Committee.

NEW NETWORK

SECOND program of the Union Broadcasting System, embracing 27 stations in New York, Connecticut, Maine, New Hampshire, Vermont and Massachusetts, was scheduled to be fed to the new network Jan. 9 (yesterday) by its key originating outlet, WOKO Albany.

The network, owned and operated by Dongan Broadcasting Corp., Albany, license of WOKO, expects to add stations in New Jersey, Pennsylvania, Ohio and Illinois, as it develops to full time operation. Albany programs will be augmented by shows fed from WOV and WMGM New York, and occasionally from Buffalo and Boston, according to Jim Healey, new commentator and general manager of WOKO and Union Broadcasting System.

Network's opening program Jan. 2 featured a 15-minute Review of the Week with Mr. Healey, and was sponsored by Wm. W. Lee Co. through George R. Nelson Inc., Schenectady. Mr. Healey's program was to have included an extra half hour sustaining program.

Network affiliates now include: WXXR Buffalo, WOKO Albany, WCBS Amsterdam, WWSC Glen Falls, WWRN Gloversville, WRRX Hudson, WKNY Kingston, WKIP Poughkeepsie, WDSO Oneonta, WKOP Binghamton, WEIM Elmira, WQAT Utica, WNDR Syracuse, WRGB Schenectady, WDAY Plattsburgh, WNYT Binghamton.

Radio Blue Jays lead the Union Radio Network in the first two weeks of operation. Harry Caray, from the Chicago Cubs, was the voice of the baseball network.

Storadio Co.

New Representative Firm

FORMATION of Storadio Advertising Co., has been announced by Cy Newman, general manager of Super Market Advertising Co. of Des Moines. The new firm will act as national representative for firms engaged in point-of-sale advertising in supermarkets.

Officers will be opened in New York and Chicago about the middle of February, according to Mr. Newman. Resident managers have not been announced yet.

Mr. Newman stated: "Ever since we started our operation in Thriftyway Super Markets in Iowa through KSO-FM (Des Moines), our one big problem has been to get effective national sales representation. The new firm will represent all firms in the field and Mr. Newman explained: "By having a specialized sales force to represent a group of operations other than our own alone, we can keep expenses down and offer an advertiser complete information about point-of-sale advertising in major markets in any city that he has distribution."

Storadio Co., 671 N. Orleans St., Chicago II, announces the opening of a branch office in New York. For information, contact the John E. Pearson Co.

WLYA and WLV-FM

IT'S A GREAT DAY

On WLYA and WLV-FM

GRAND RAPIDS

WLYA leads all stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper) WLYA — 28.1% Station B — 22.6% Station C — 22.2%

Contact the John E. Pearson Co.
JOSEPH L. TINNEY Jr. has been promoted to producer-director-writer at WCAU-TV Philadelphia, succeeding PAUL RITTS, who transferred to CBS Hollywood. Mr. Tinney has been with station since it went on air last February.

JOHN WADDELL has been appointed program director of KIMO Independence, Mo. He had been with various other stations before assuming his new position.

WALTER CARL has been appointed program director of KTTV (TV) Los Angeles. He will handle telemcasts of Mon., Tues., Wed., Thurs., Fri., Sat., 7:30-7:14 p.m. newscasts.

PAT KELLY, acting program director of KFI Los Angeles for past three months, has been appointed manager of program department. GEORGE DVORK, station announcer-producer, has been appointed chief announcer.

JAY ARLAN, former announcer at KGV Hollywood, has joined KFDV Los Angeles in same capacity.

JAMES TAYLOR, managing director of the Chicago School of Expression and Dramatic Art for past two and one-half years, has joined WBBB (TV) Chicago as assistant director.

LARRY FROMMER, production manager and assistant program director of WOL Washington, has been appointed to American Brotherhood Week radio committee.

MORT COHN, assistant program director at WGBS Charleston, W. Va., for past two years, has been appointed program director.

CLAIRE BANISTER, director of women's programs for Rural Radio Network, Ishaca, N. Y., and LYMAN JONES, staff announcer and writer, have announced plans to be married on Jan. 25.

CATHERINE FULLERTON, formerly with KGYW Vallejo, Calif., has joined the staff of department of KGO San Francisco.

"LINDY" MILLER, WBZ-WBZA Boston-Springfield announcer, and Madeleine Rillman have announced their marriage.

BETTY ANNE WOOD has joined WSB-TV Atlanta as assistant to film director.

EDW. P. ROBEN has been appointed program director of WENR Syracuse. He was formerly with WBBK (TV) Chicago.

NANCY GREY, whose What's New? program has been on WTMJ Milwaukee for more than 17 years, has been elected an honorary member of Delta Kappa Gamma Society, national honor society in education.

MONROE (BII) BENTON, director of news at WMWM Meriden, Conn., has been appointed program director of WMMW-FM.

JACK NARZ, KIEV Glendale, Calif., disc m.c. is the father of a girl.

Capital TV Sets

SIX THOUSAND television receivers were sold in the Washington, D.C., metropolitan area during the Christmas period, the Washington Television Circulation Committee announced last week. This was a record-breaking total and brought the number of TV sets installed in the Nation's Capital to 30,500, the committee said.

The committee, including representatives of Washington's three operating TV stations, WTTG WMAL-TV and WNBW, and of WBN, soon to go on the air, arrives at its estimate principally from set sale figures furnished by the Washington Electric Institute.

The Washington Television Circulation Committee, in its annual report, states that there are only 25,600 television sets in the city of Washington and surrounding area, which is the area of the Washington Television Circulation Committee.

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Single Rate

CANADIAN stations are now considering a move to drop local and national advertising rates for a single rate, applicable to all advertising. The Standard Rate Structure Committee of the Canadian Assn. of Broadcasters has had the subject under investigation for many months, with the result that the committee is now considering a move to drop local and national advertising rates for a single rate, applicable to all advertising.

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Mexico has put its controversial 540 kc station into operation with 5 kw and has again drawn protests from the U. S. State Dept., authorities disclosed last week.

The station, assigned for 150 kw operation, is located at San Luis Potosi, 350 miles south of the U. S. border.

Mexico met U. S. protests shortly after its plans for use of the nearby broadcasting channel were made known. As a result the Mexican government indicated at one point that it would delay operation until the issues raised by the U. S. had been settled [BROADCASTING, Oct. 25].

The U. S. contends that 540 kc, added to the broadcast band by the Atlantic City agreement in 1947, may not be put into use except by agreement among interested nations. It was on this basis that the channel was added at Atlantic City as yet this condition has not been met.

The U. S. feels that the use of 540 kc is a proper subject for consideration at next September's Canada conference on revision of the North American Regional Broadcasting Agreement.

Indications that Mexico had abandoned its plan to hold up activity on 540 kc were reported early last month [BROADCASTING, Dec. 13]. At that time FCC and State Dept. spokesmen had reported
The Pulse

(Continued from page 58)

Milestones

- On Jan. 5 The Esso Reporter, five-minute news summary aired four times daily on more than 40 radio stations from Maine to Louisiana, celebrated its half-millionth broadcast. It was originated aboard the Freedom Train in Boston and highlighted the fact that the most popular voice on the radio in this country is the voice of a free press. The Esso Reporter, sponsored by Esso Standard Oil Co., through Marschall & Pratt, New York, has been on the air 14 years.

- ABC's The American Farmer program observed its third anniversary on Jan. 1.

- WITA San Juan, P. R., celebrates its first year on the air tomorrow (Jan. 11).

- December 28, 1948, marked 4,000th consecutive broadcast by KREK St. Joseph, Mo., for the United Department Store of that city. At broadcast each guest interviewed received four gifts, including an anniversary cake.

- The Jewish Philosopher has been renewed by Carnation Co., Los Angeles, for the 12th consecutive year on WEVD New York.

- New Year's Eve, 1948, marked WAVE Inc.'s (Louisville, Ky.) 15th anniversary.

- Sterling V. Couch, traffic manager at WDRB Hartford, Conn., celebrates his 20th year with the station this month. He is in charge of WDRB's religious and educational programs.

Zoomar Purchases

Sixteen television stations have purchased Zoomar television lenses, and six others are filling their orders for the lenses, according to Jerry Fairbanks, president of Zoomar Corp., Los Angeles. Purchasers are KTLA KFJ TV LSTL KTTL all Los Angeles; WMAL Washington; WBBK WGN-TV Chicago; WCBS-TV WJZ-TV WPX WNBNT New York; WMAR Baltimore; WPIL-TV WPTZ Philadelphia; WlWt Cincinnati; WBAP-TV Worz Worth.

Feature

(Continued from page 10)

with Home Brand food products. Managing the culinary aspects is a fulltime chef recently employed by KSTP to serve cocktails and lunch to prospective advertisers and other guests.

First guest was Edward C. Hampe, vice president and general sales manager of Griggs Cooper & Co., makers of Home Brand products. In attendance also was Ralph Hobbs, partner in Melamed-Hobbs Inc., which directs advertising activities for Home Brand.

They were special guests of Stanley Hubbard, KSTP president. Mr. Hubbard, commenting on the new client room, said he believes sales presentations can be more conveniently and more satisfactorily handled in an atmosphere of hominess.

KSTP announced that it plans to hold a series of luncheon parties for prospective television advertisers for its TV affiliate, KSTP-TV.

WCHS

Charleston, W. Va.

Only station saturating rich Washington market!
OKLA. U. MEET
Radio Men on Committee

COMMERCIAL radio is heavily represented on the national committee for the Annual Radio Conference on Station Problems to be held at the U. of Oklahoma, Norman, Okla., March 4-6.

Among those on the committee are: George C. Coogan, KCIR, Cedar Rapids, Iowa; Ben Ludy, WBW Topka, Kan.; Robert Sauder, ABC, New York; P. A. Sugg, WKY Oklahoma City; Earl Williams, KFAB Lincoln, Neb., and Robert K. Richards, NB public relations director.

Other committee members are: Herbert True, Carter Advertising Co., Kansas City; Rowland Broiles, Rowland Broiles Advertising Co., Fort Worth; Monty Mann, Tracey Locke Co., Dallas; Jack N. Pilikut, Pilikut Advertising Co., San Antonio; Harrow P. Roberts, Goodkind, Joice and Morgan, Chicago; Harold Kent, Kamehameha Schools, Honolulu, and I. Keith Tyler, Ohio State University, Columbus, Ohio.

Topics for the conference sessions have been suggested by men by questionnaire. Television and station operations will be emphasized, according to Sherrill F. Lawton, conference director.

Record Firm Moving

ENGINEERING and news departments of Capitol Records will be the first to move into new Hollywood quarters, the former Don Lee Broadcasting System studios. Move is scheduled for Jan. 16, according to Glenn E. Wallichs, Capitol Records president. The firm has signed a five-year lease on the new quarters. The building contains four studios, one of which will be rented out for radio and television broadcasting.

NBBC's news-quiz program Who Said That switched to Sundays, 10:30-11 p.m., effective Sun., Jan. 2. Robert Trout is moderator of the program, and John Cameron Swasey is regular panel member. The program is not heard on the West Coast.

AUTHOR's copies of Democrazy vs. Fascismism in Post-War Japan, first English-language book published in Japan since the war, and written by William Costello, chief of CBS Far Eastern news bureau, have been received in the U. S.

BRITISH INFORMATION SERVICES has moved its Washington office to 1910 K St., N. W. Telephone: Executive 8855.
**FCC Actions**

(Continued from page 78)

**January 4 Applications**

**ACCEPTED FOR FILING**

AM-1490 kc

Easier Broadcasting, Inc., N. Y.—CP new AM station WQGU, 1490 kc, W. N. Y., to be licensed.

**MODIFICATION OF CP**

KXRC, Abilene, Tex.—Mod. CP, change frequency. Increase power for extension of completion date.

**MODIFICATION OF LICENSE**

KRCR, Decatur, Ill.—Mod. CP, to change hours from 1 a.m. to 7 a.m. to store time with KWLC, 1490 kc.

**MODIFICATION OF CP**

WQDZ-FM Pittsburgh, Pa.—New FM station for extension of completion date.

**MODIFICATION OF LICENSE**

WHEC-FM Rochester, N. Y.—Same.

**APPLICATIONS**

for new FM station for extension of completion date.

**License Renewal**

KIAS, Hastings, Neb.—License renewal.

**January 5 Applications**

**ACCEPTED FOR FILING**

KPBR, Sacramento, Calif.—License to cover CP increased.

WQVM Greenville, Miss.—License to cover CP extended.

**MODIFICATION OF CP**

KPSA-FM Fort Smith, Ark.—Mod. CP, no modification.

**MODIFICATION OF LICENSE**

KWMF San Diego, Calif.—Same.

WNAV-AM Annapolis, Md.—Same.

WAMK-AM Memphis, Tenn.—Same.

**January 6 Decisions**

**DOCKET CASE ACTION**

Commission has announced that Presiding Commissioner Paul A. Walker will accept the co-appeal of applicants and their opponents concerning a proposed deletion of a CP of a television station proposed by the present owners.

**January 6 Applications**

**LICENSE FOR CP**

WRQY Carmi, Ill.—License to cover CP new AM station.

**ASSIGNMENT OF LICENSE**

KXIO Bay City, Tex.—Assignment of AM station to John George D. and John George L. Burnes.

**REASSIGNMENT OF LICENSE**

KATE Albert Lea, Minn.—Reassignment of control of licensee, Albert Leg. A. Lea. to George L. Burnes, George H. Hayek and Lillian H. Hayek.

WHOL, Allentown, Pa.—Reassignment of control of licensee, Allentown law are lawful. Reps. J. Percy Priest (Tenn.), and Carl T. Curtis (Okla. Neb.) seek explanation of deals from Internal Revenue Bureau.

**BROADCASTING**

Dec. 6—CBS raids against NBC's entrenched talent, which have so far resulted in capture of Amos 'n Andy and Jack Benny, promised last week to develop into full-scale campaign. Believe own Amos 'n Andy will receive government blessing.

**CLOSING CIRCUIT**

Dec. 13—Last broadcast of off-the-air radio from believed based on desire for rest period prior to development of television show. Plans reported about complete Dec. 10.

**AM APPLICATIONS**

Greer, S. C.—William C. Draper, 1490 kc, 250 watts, unlimited. Applicant is local station.

Pisgah was entrenched at the height of a drop of 250 watts, 1946. Co. announced that after his December 25 broadcast he was stymied by radio, at least temporarily. An announcement followed collapse of capital gains acquisition of the Violinist with Coca-Cola.

**BROADCASTING**

Dec. 29—CBS solicitation of Phil Harris-Alice Faye show, now on NBC stymied Friday. Rexall Drug Co., show's sponsor, asserted unwilling to move to new time on network.

**BROADCASTING**

Dec. 27—Reports that CBS was still hopeful of obtaining Edgar Bergen despite his recently announced intentions to retire from radio, revised last week. Chairman of CBS was the accountant admitted he was negotiating with CBS.

**BROADCASTING**

Jan. 3—Bureau of Revenue was reported last week to be ready to rule Jack Benny's $25 million capital gains sale of his show to CBS is personal-income transaction, not capital gain. Rule would be construed to be government policy.

**DON McNAMARA**, television director of Telefilm Inc., Los Angeles, will conduct 15-week television survey and workshop course for U. of California Extension, that city, starting Feb. 8.

**DELETION**

of one standard and three FM stations was approved last week by FCC upon request of the applicants. The AM outlet and two of the FM outlets cited economic reasons for their applications.

**KAVR**

Ariz., owned by Arizona Radio and Television Inc., ceased operation last month and in requesting dismissal of its authorization, whereafter it was not a large enough community to support two stations, FCC reported. KAVR began operations on 1400 kc with 250 w fulltime in 1947. Other station there, KTTL-AM licensed 250 w fulltime on 1490 kc, also began operation that year.

**WGL-FM**

Fort Wayne, Ind., was deleted by the Commission at the request of Farnsworth Television & Radio Corp., permittee. Firm said the dismissal was due to the proposed assignment of WGL and "the condition is the same on FM as it is on AM with respect to AM and FM," according to FCC. WGL has been sold for $150,000 to the Fort Wayne News-Sentinel [BROADCASTING, Nov. 29].

**XXL-FM**

Portland, Ore., was deleted at the request of KXL. Broadcasters, permittee, because insufficient income was realized from the FM operation to warrant its continuance, the Commission stated.

**KRST-FM**

Tyler, Tex., was deleted at the request of the conditional license owner, KRNA Broadcasting Co. No reason was given.

**COMPETITION TV vs. School Games**

SEVERAL complaints that television is cutting attendance at high school athletic events were registered at the annual convention of the National Federation of High School Men. Dec. 30 in Chicago's Statler Hotel. Forty-three states were represented.

C. E. Forsythe of the Michigan state group reported a drop of 10,000 in the gate at Detroit's annual city vs. parochial school championship game, and Rhen Williams, delegate from Texas, cited a 20% decline in attendance when four Fort Worth schools sold TV rights to some 40 games in their district. Mr. Williams allowed, however, that "weather and other factors figured in this sharp dropoff.

The following discussion closely as an application is on file at the U. of Illinois to televise the annual state basketball tournament at Champaign next spring. The Federation had opened formal action regarding televising high school events as each state association is expected to make its own rules, it was said.

**FCC BOX SCORE**

**Summary of Authorizations, Applications, New Stations, Ownership**

**Class On Air Licensed Condt Pending Hearing In**

| AM Stations | 130 | 140 | 18 | 30 |
| FM Stations | 750 | 725 | 90 | 50 |
| TV Stations | 620 | 320 | 60 | 40 |

**Battle of Stars**

(Continued from page 88)

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**XXL-FM**

Portland, Ore., was deleted at the request of KXL. Broadcasters, permittee, because insufficient income was realized from the FM operation to warrant its continuance, the Commission stated.

**KRST-FM**

Tyler, Tex., was deleted at the request of the conditional license owner, KRNA Broadcasting Co. No reason was given.

**COMPETITION TV vs. School Games**

SEVERAL complaints that television is cutting attendance at high school athletic events were registered at the annual convention of the National Federation of High School Men. Dec. 30 in Chicago's Statler Hotel. Forty-three states were represented.

C. E. Forsythe of the Michigan state group reported a drop of 10,000 in the gate at Detroit's annual city vs. parochial school championship game, and Rhen Williams, delegate from Texas, cited a 20% decline in attendance when four Fort Worth schools sold TV rights to some 40 games in their district. Mr. Williams allowed, however, that "weather and other factors figured in this sharp dropoff.

The following discussion closely as an application is on file at the U. of Illinois to televise the annual state basketball tournament at Champaign next spring. The Federation had opened formal action regarding televising high school events as each state association is expected to make its own rules, it was said.

**DON McNAMARA**, television director of Telefilm Inc., Los Angeles, will conduct 15-week television survey and workshop course for U. of California Extension, that city, starting Feb. 8.
FCC WARNS TV PERMITTIES TO PURSUE CONSTRUCTION

FCC ADMONISHES television permittees Friday that they must proceed with construction and/or take consequences.

Uncertainty over outcome of current TV freeze and attention to engineering and allocations problems, FCC said, will not be accepted as "an excuse for failure to diligently proceed with construction."

FCC issued a statement in response to query from WSAZ Huntington, W. Va., which had noted that consequences of construction might be "grave" if standards and allocations are changed, while failure to construct might lead to loss of permit [BROADCASTING, Nov. 15].

Commission recognized that "certain permittees" may feel it wise to proceed with construction until final action is taken on TV rules, standards and locations. Decision on that point, FCC said, is up to each permittee. 

"Nevertheless," statement said, "the Commission is of the opinion that the public interest requires construction to be completed as soon as possible to comply diligently with the terms of their construction permits or to surrender them."

Requests for additional construction time, FCC said, are granted only upon satisfaction showing that the failure of the permittee to complete construction was due to causes not under its control, or upon a showing of other matters sufficient to justify the extension as required by rules.

FCC meanwhile granted Chronicle Pub. Co. extension to July 18 to complete construction of KRON-TV San Francisco.

COMMISSION APPROVES TWO NEW AM DAYTIME STATIONS

TWO NEW AM stations approved by FCC Friday. Both daytime only assignments, they are:

Victoria, Tex.—Victoria Broadcasting Co., 1410 k, 500 w daytime; estimated cost $78,800. Partners: Oueils Thurmond (60% owner) and W.S. Granger (40%).

Pascagoula, Miss.—Crest Broadcasting Co., 1550 k, 250 w; cost $107,035, plus land and buildings. Principals: W. R. Guest Jr., industrial engineer; Lewis Smith, project engineer; and chairman and owner.

FCC ISSUES FOUR FM CPs; THREE GO TO AM OPERATORS

FOUR FM construction permits—three Class A, one Class B—issued by FCC Friday. Three of four went to existing AM operators. Three construction permits were for budgets and seven outlets for the second round.

FCC said: Anderson, Ind.—Civic Broadcasting Corp., Class A, channel 93.7, ERP 60, 400-ft. antenna; $37,110, plus land and buildings.

Greenwood, N. H.—WCGC (88.3), Class A, channel 90; 130-ft. antenna; estimated cost $6,305. Owners: Mary and Howard Copes.

Worcester, Mass.—WCRB (95.7), Class A, channel 96; 130-ft. antenna; estimated cost $6,305. Owners: Mary and Howard Copes.

MIDDLETOWN, Conn.—WCRB (88.3), Class A, channel 90; 130-ft. antenna; estimated cost $6,305. Owners: Mary and Howard Copes.

FCC FM CRACKDOWN SEEN; TIME WAIVER PLEAS DENIED

STRicter enforcement of rule requiring FM stations to operate at least 6 hours daily was indicated by FCC Friday. "It is felt," FCC said, "that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the programs of an affiliated AM station, the effort to determine where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the [minimum-hours] rules."

Statement said that granting a waiver to one station might be "deserving cases" where compliance with rule was difficult for financial reasons. But, FCC said, "the Commission is of the opinion that FM broadcasting has reached a stage where it is desirable" for stations to meet at least minimum requirements "wherever possible."

RMA TV TUBE SALES

SALES of cathode ray tubes to TV set manufacturers and TV receivers producers has spurted sharply in 1948 third quarter, Radio Mfrs. Assn. reported Friday. Sales totalling 306,502 and valued at $7,529,531 compared with 267,763 at $6,021,978 for second quarter.

Total of 250,000 tubes were reported by RMA members and National Electrical Mfrs. Assoc., jointly, put at $17,545,400 for third quarter, $38,811,460 for first nine months.

AGENCY SIGNS WITH NIELSEN

McCANN-ERICKSON has signed three-year agreement for new national Nielsen Radio Index class "A" service.
The first Area Radio Study of the Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the largest coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)

These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.
Janus Did It Naturally...

This is January—traditional time to do what Janus could do simultaneously—that is: review our 1948 progress and look forward to our 1949 plans for making our network an even better advertising medium. With a word about radio's responsibility to the listener.

by Edgar Kobak
President, Mutual Broadcasting System

Reviewing our network development during the past year, we find we've made good headway in facilities; and today, advertisers find Mutual an all-round network—strong not only in "one-station" markets (where the only station is Mutual's) but also strong in the Metropolitan areas which account for over 20,700,000 radio homes. (Radio Families, U.S.A., 1948)

Here are some pertinent statistics:

1. Mutual now delivers 136 of the 177 Metropolitan districts. More significantly, we cover 119 (day) and 113 (night) from within—i.e. with a station located in the heart of the market.

2. Mutual has enough power in these markets to do a real job for the advertiser: we cover 73 of them both day and night, and 8 additional markets daytime only—with 1000 watts and over.

3. In the Metropolitan districts alone, 21 Mutual stations completed power increases or have CP's for more power. In 8 other markets, Mutual increased power through switches in affiliates.

4. Outside of the Metropolitan districts, Mutual added 60 stations during 1948; of these, 41 are in markets having no other station or network station.

5. Power increases in cities outside the Metropolitan districts were completed and CP's granted for 32 additional stations.

6. Today, Mutual has more stations of 1000-watts and over than any other network. The significance is that total power is less important than distribution of power—than Mutual wastes no power in overlap but applies it all in markets where power is vital.

In 1949, we plan even greater effort on Programming. For weeks now, our Program and Sales people have been working on fundamental changes in our programming philosophy and its practical application. The goal is—better programs, more listenable sequences, more listeners for our stations and better value for our advertisers.

Most noteworthy change is the planned move of the Gabriel Heatter show from its 9 o'clock evening Monday-Friday strip (long a Mutual tradition) into the 7:30 spot. We believe this earlier hour is better suited to Mr. Heatter's commentary, and should bring him a larger audience. Moreover, it makes it possible for Mutual to program from 8:00 p.m. on in sequences.

Here's an example: the Monday evening line-up will start out strong with "Straight Arrow," the new show sponsored by National Biscuit Company; the celebrated "Sherlock Holmes" sponsored by Clipper Craft Clothes and formerly heard on Sunday; and "The Casebook of Gregory Hood." We hope through sequence programming to be able to duplicate in the evenings the leadership in listening which Mutual has long enjoyed on Sunday afternoon and early Sunday evening with such constant top-raters as Juvenile Jury (General Foods), House of Mystery (General Foods), True Detective Mysteries (Oh Henry Candy Bars), The Shadow (Blue Coal), Quick As A Flash (Helbros Watch), Roy Rogers (Quaker Oats) and Nick Carter (Cudahy).

But more on this as the picture unfolds. And now a word about our industry's responsibility to our boss—the listener.

We read in the trade press that "lack of sentiment for the NAB Code may cause its abandonment." Our own attitude toward the Code has, I think, been unmistakable since the beginning. We are for it—just as strongly as we are for the principles which dictated its adoption.

Whether or not our industry adopts the Code as presently written is not, to our way of thinking, too important; what we do think is fundamental is that broadcasters should be fully alive to their responsibilities and to the principles which underlie the Code. If they are guided by these principles and really live up to them—the details can still be worked out to the satisfaction of everybody, not forgetting the listener.

There is no doubt in our mind that this, of all years, is a poor time for radio to continue the kind of programming which leaves it open to criticism from the listener. Because we believe that 1949 will see further rapid expansion in television, and radio will have to be on its best behavior, will have to deliver its best in programming, if it is to hold its own and make further progress.